

Logon

\*\*\* It is now 12/9/08 5:54:21 PM \*\*\*

## Welcome to DialogLink - Version 5 Revolutionize the Way You Work!

### New on Dialog

Order Patent and Trademark File Histories Through Dialog

*Thomson File Histories* are now available directly through *Dialog*. Combined with the comprehensive patent and trademark information on *Dialog*, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in the following patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need.

*Thomson File Histories* are available from the following *Dialog* databases:

- CLAIMS/Current Patent Legal Status (File 123)
- CLAIMS/U.S. Patents (File 340)
- Chinese Patent Abstracts in English (File 344)
- Derwent Patents Citation Index (File 342)
- Derwent World Patents Index (for users in Japan) (File 352)
- Derwent World Patents Index First View (File 331)
- Derwent World Patents Index (File 351)
- Derwent World Patents Index (File 350)
- Ei EnCompassPat (File 353)
- European Patents Fulltext (File 348)
- French Patents (File 371)
- German Patents Fulltext (File 324)
- IMS Patent Focus (File 447, 947)
- INPADOC/Family and Legal Status (File 345)
- JAPIO - Patent Abstracts of Japan (File 347)
- LitAlert (File 670)
- U.S. Patents Fulltext (1971-1975) (File 652)

- U.S. Patents Fulltext (1976-present) (File 654)
- WIPO/PCT Patents Fulltext (File 349)
- TRADEMARKSCAN - U.S. Federal (File 226)

#### DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Log On Msg

\*\*\* ANNOUNCEMENTS \*\*\*

\*\*\*

\*\*\* Join us for Update 2008! Dialog is holding updates this fall in several areas and would love for you to join us. Visit [www.dialog.com/events/update](http://www.dialog.com/events/update) to register or enter HELP UPDATES for more information.

\*\*\* "Thomson File Histories" are now available directly through Dialog in selected patent and trademark files. Combined with the comprehensive patent and trademark information on Dialog, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in one of the patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need. See HELP FILEHIST for more information about how to use the link and a list of files that contain the link.

NEW FILE

\*\*\*File 651, TRADEMARKSCAN(R) - China. See HELP NEWS 651 for details.

RESUMED UPDATING

\*\*\*File 523, D&B European Financial Records

\*\*\*

RELOADS COMPLETED

\*\*\*File 227, TRADEMARKSCAN(R) - Community Trademarks

\*\*\*

FILES RENAMED

\*\*\*File 321, PLASPEC now known as Plastic Properties Database

\*\*\*

FILES REMOVED

\*\*\*File 601, Early Edition Canada

\*\*\*

>>>For the latest news about Dialog products, services, content<<<

>>>and events, please visit What's New from Dialog at <<<

>>><http://www.dialog.com/whatsnew/>. You can find news about <<<

>>>a specific database by entering HELP NEWS <file number>. <<<

? Help Off Line

\* \* \*

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS004022081

? B 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583, 65, 2, 474, 475, 99, 256, 635, 570, PAPERSMJ, PAPERSEU, 47

>>>W: 476 does not exist

1 of the specified files is not available

[File 15] ABI/Inform(R) 1971-2008/Dec 08  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 9] Business & Industry(R) Jul/1994-2008/Dec 08  
(c) 2008 Gale/Cengage. All rights reserved.

[File 610] Business Wire 1999-2008/Dec 09  
(c) 2008 Business Wire. All rights reserved.  
*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire . All rights reserved.

[File 275] Gale Group Computer DB(TM) 1983-2008/Nov 24  
(c) 2008 Gale/Cengage. All rights reserved.

[File 624] McGraw-Hill Publications 1985-2008/Dec 08  
(c) 2008 McGraw-Hill Co. Inc. All rights reserved.

[File 621] Gale Group New Prod.Annou.(R) 1985-2008/Nov 11  
(c) 2008 Gale/Cengage. All rights reserved.

[File 636] Gale Group Newsletter DB(TM) 1987-2008/Nov 26  
(c) 2008 Gale/Cengage. All rights reserved.

[File 613] PR Newswire 1999-2008/Dec 09  
(c) 2008 PR Newswire Association Inc. All rights reserved.  
*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 16] Gale Group PROMT(R) 1990-2008/Nov 25  
(c) 2008 Gale/Cengage. All rights reserved.  
*\*File 16: Because of updating irregularities, the banner and the update (UD=) may vary.*

[File 160] Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group. All rights reserved.

[File 634] San Jose Mercury Jun 1985-2008/Dec 06  
(c) 2008 San Jose Mercury News. All rights reserved.

[File 148] Gale Group Trade & Industry DB 1976-2008/Dec 03  
(c) 2008 Gale/Cengage. All rights reserved.  
*\*File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 20] Dialog Global Reporter 1997-2008/Dec 09  
(c) 2008 Dialog. All rights reserved.

[File 35] Dissertation Abs Online 1861-2008/Feb  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage. All rights reserved.  
*\*File 583: This file is no longer updating as of 12-13-2002.*

[File 65] Inside Conferences 1993-2008/Dec 09  
(c) 2008 BLDSC all rts. reserv. All rights reserved.

[File 2] INSPEC 1898-2008/Nov W2  
(c) 2008 Institution of Electrical Engineers. All rights reserved.

[File 474] New York Times Abs 1969-2008/Dec 09  
(c) 2008 The New York Times. All rights reserved.

[File 475] Wall Street Journal Abs 1973-2008/Dec 08  
(c) 2008 The New York Times. All rights reserved.

[File 99] Wilson Appl. Sci & Tech Abs 1983-2008/Oct  
(c) 2008 The HW Wilson Co. All rights reserved.

[File 256] TecInfoSource 82-2008/Jul  
(c) 2008 Info.Sources Inc. All rights reserved.

[File 635] Business Dateline(R) 1985-2008/Dec 08  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 570] Gale Group MARS(R) 1984-2008/Nov 25  
(c) 2008 Gale/Cengage. All rights reserved.

[File 387] The Denver Post 1994-2008/Dec 08  
(c) 2008 Denver Post. All rights reserved.

[File 471] New York Times Fulltext 1980-2008/Dec 09  
(c) 2008 The New York Times. All rights reserved.

[File 492] Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers. All rights reserved.

*\*File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] St LouisPost-Dispatch 1988-2008/Dec 07  
(c) 2008 St Louis Post-Dispatch. All rights reserved.

[File 631] Boston Globe 1980-2008/Dec 05  
(c) 2008 Boston Globe. All rights reserved.

[File 633] Phil.Inquirer 1983-2008/Dec 09  
(c) 2008 Philadelphia Newspapers Inc. All rights reserved.

[File 638] Newsday/New York Newsday 1987-2008/Dec 08  
(c) 2008 Newsday Inc. All rights reserved.

[File 640] San Francisco Chronicle 1988-2008/Dec 07  
(c) 2008 Chronicle Publ. Co. All rights reserved.

[File 641] Rocky Mountain News Jun 1989-2008/Dec 08  
(c) 2008 Scripps Howard News. All rights reserved.

[File 702] Miami Herald 1983-2008/Dec 08  
(c) 2008 The Miami Herald Publishing Co. All rights reserved.

[File 703] USA Today 1989-2008/Dec 05  
(c) 2008 USA Today. All rights reserved.

[File 704] (Portland)The Oregonian 1989-2008/Dec 08  
(c) 2008 The Oregonian. All rights reserved.

[File 713] Atlanta J/Const. 1989-2008/Nov 09  
(c) 2008 Atlanta Newspapers. All rights reserved.

[File 714] (Baltimore) The Sun 1990-2008/Dec 07  
(c) 2008 Baltimore Sun. All rights reserved.

[File 715] Christian Sci.Mon. 1989-2008/Dec 05  
(c) 2008 Christian Science Monitor. All rights reserved.

[File 725] (Cleveland)Plain Dealer Aug 1991-2008/Dec 05  
(c) 2008 The Plain Dealer. All rights reserved.

[File 735] St. Petersburg Times 1989- 2008/Dec 07  
(c) 2008 St. Petersburg Times. All rights reserved.

[File 477] Irish Times 1999-2008/Dec 08  
(c) 2008 Irish Times. All rights reserved.

[File 710] Times/Sun.Times(London) Jun 1988-2008/Dec 07  
(c) 2008 Times Newspapers. All rights reserved.

[File 711] Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC. All rights reserved.

\*File 711: This file does not update. See File 757 for full daily coverage from many European sources.

[File 756] Daily/Sunday Telegraph 2000-2008/Dec 09  
(c) 2008 Telegraph Group. All rights reserved.

[File 757] Mirror Publications/Independent Newspapers 2000-2008/Dec 09  
(c) 2008. All rights reserved.

[File 47] Gale Group Magazine DB(TM) 1959-2008/Dec 08  
(c) 2008 Gale/Cengage. All rights reserved.

? s everdream(5n) (corp? ? or corporation or fremont)

Processing

Processing

Processing

2560 EVERDREAM

19466024 CORP? ?

10227717 CORPORATION

301943 FREMONT

S1 1414 S EVERDREAM(5N) (CORP? ? OR CORPORATION OR FREMONT)

? s pd<19990317

Processing

>>>W: One or more prefixes are unsupported

or undefined in one or more files.

S2 54074278 S PD<19990317

? s s2 and (everdream or s1)

54074278 S2

2560 EVERDREAM

1414 S1

S3 2 S S2 AND (EVERDREAM OR S1)

? t s3/free/all

3/8/1 (Item 1 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01376324 Supplier Number: 24032139 (USE FORMAT 7 OR 9 FOR FULLTEXT)

3. Competition In The Spring Bed Business Quite Tough

September 22, 1997

Word Count: 2939

Special Features: Table

Company Names: KRAKATAU STEEL (PT)

Industry Names: Home furnishings; Metals

Product Names: Mattresses and bedsprings (251531); Hot-rolled steel sheet and strip and tin mill products (331253)

Concept Terms: All market information; All product and service information; Capacity; Materials use; Trends

Geographic Names: Indonesia (INO); Pacific Rim (PARX); Southern & Eastern Asia (SSAX)

3/8/2 (Item 1 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05403931 Supplier Number: 55710262 (USE FORMAT 7 FOR FULLTEXT)

### 3. COMPETITION IN THE SPRING BED BUSINESS QUITE TOUGH.

Sept 22 , 1997

Word Count: 1636

Publisher Name: PT Data Consult, Inc.

Event Names: \*110 (Organizational nomenclature )

Geographic Names: \*9INDO (Indonesia )

Product Names: \*2514430 (Metal Beds & Bed Frames)

Industry Names: BUSN (Any type of business); INTL (Business, International )

NAICS Codes: 337124 (Metal Household Furniture Manufacturing )

? t s3/k/1

3/K/1 (Item 1 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.(USE FORMAT 7 OR 9 FOR FULLTEXT)

#### TEXT:

...which it conducted in Indonesia. Among the components used by the company to produce its "Everdream" spring beds are latex and coconut fibre.

In addition to the spring bed producers mentioned...

...Java Stallman

PT Karvin Artamas

Surabaya, East Java

Potenza

PT Indofibre Matress

Surabaya, East Java

Everdream

PT Dunlopillo

Bekasi, West Java

Dunlopillo

PT Samudra Indoperkasa

n.a

Romance

PT Dufanbuana Kreasi...

? s s2 and (channel(5n)(conflict???(5n)(sales or marketing or distribution or distributor or distributors or merchant or merchants or seller or sellers or retailer or retailers or retailing))

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

54074278 S2

4439321 CHANNEL

2800733 CONFLICT???

22404042 SALES

20622842 MARKETING

10021178 DISTRIBUTION

1581568 DISTRIBUTOR

1594753 DISTRIBUTORS

867128 MERCHANT

673621 MERCHANTS

899119 SELLER

939879 SELLERS

1806552 RETAILER

2752943 RETAILERS

2006525 RETAILING

4232 CHANNEL(5N)CONFLICT???(5N)((((((((SALES OR MARKETING) OR DISTRIBUTION) OR  
DISTRIBUTOR) OR DISTRIBUTORS) OR MERCHANT) OR MERCHANTS) OR SELLER) OR SELLERS) OR  
RETAILER) OR RETAILERS) OR RETAILING)

S4 1474 S S2 AND (CHANNEL(5N)(CONFLICT???)<sup>(5N)</sup>(SALES OR MARKETING OR DISTRIBUTION OR DISTRIBUTOR OR DISTRIBUTORS OR MERCHANT OR MERCHANTS OR SELLER OR SELLERS OR RETAILER OR RETAILERS OR RETAILING))

? s s4 and ((allocat??? or disburs??? or disbursement or disbursements or distribut???)<sup>(3n)</sup>(fee or fees or royalty or royalties or commission or commissions or fund or funds or payment or payments or proceed or proceeds))

Processing

Processing

Processing

Processing

Processing

Processing

Processing

1474 S4

1973294 ALLOCAT???

114387 DISBURS???

89584 DISBURSEMENT

43926 DISBURSEMENTS

17083089 DISTRIBUT???

2714738 FEE

3041437 FEES

541746 ROYALTY

426728 ROYALTIES

10638447 COMMISSION

699839 COMMISSIONS

7310803 FUND

7355458 FUNDS

3360943 PAYMENT

2995235 PAYMENTS

952152 PROCEED

2345745 PROCEEDS

475310 (((ALLOCAT???) OR DISBURS???) OR DISBURSEMENT) OR DISBURSEMENTS) OR DISTRIBUT???)<sup>(3N)</sup>(((((FEE OR FEES) OR ROYALTY) OR ROYALTIES) OR COMMISSION) OR COMMISSIONS) OR FUND) OR FUNDS) OR PAYMENT) OR PAYMENTS) OR PROCEED) OR PROCEEDS)

S5 17 S S4 AND ((ALLOCAT???) OR DISBURS???) OR DISBURSEMENT OR DISBURSEMENTS OR DISTRIBUT???)<sup>(3N)</sup>(FEE OR FEES OR ROYALTY OR ROYALTIES OR COMMISSION OR COMMISSIONS OR FUND OR FUNDS OR PAYMENT OR PAYMENTS OR PROCEED OR PROCEEDS))

? t s5/free/all

5/8/1 (Item 1 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01544660 01-95648

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

About-face: Oracle reverses channel plan

Word Count: 571 Length: 2 Pages

Nov 24, 1997

Company Names:

Oracle Corp ( Duns: 08-995-8862 )

Geographic Names: US

Descriptors: Distributors; Market strategy; Software industry

Classification Codes: 9190 (CN=United States); 8302 (CN=Software and computer services); 7400 (CN=Distribution)

5/8/2 (Item 2 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01433292 00-84279

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Going for growth

Word Count: 4049 Length: 29 Pages

Jun 9, 1997

Geographic Names: US

Descriptors: Ratings & rankings; Manufacturers; Statistical data; Manycompanies; Financial performance; Directories

Classification Codes: 8600 (CN=Manufacturing industries not elsewhere classified); 3100 (CN=Capital & debt management); 9190 (CN=United States); 9140 (CN=Statistical data)

5/8/3 (Item 3 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01153301 98-02696

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Insurers won't succeed doing business as usual

Word Count: 21007 Length: 28 Pages

Jan 1996

Geographic Names: US

Descriptors: Insurance industry; Financial analysis; Trends; Industrywide conditions; Health care policy; Market segments; Banks in insurance; Strategic planning ; Statistical data

Classification Codes: 1110 (CN=Economic conditions & forecasts); 9190 (CN=United States); 9140 (CN=Statistical data); 8210 (CN=Life & health insurance); 3400 (CN=Investment analysis); 2310 (CN=Planning); 8100 (CN=Financial services industry); 1200 (CN=Social policy)

5/8/4 (Item 4 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01145524 97-94918

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

The Saudi distribution system: Structure, operation and behaviour

Word Count: 6892 Length: 9 Pages

1995

Geographic Names: Saudi Arabia

Descriptors: Studies; Consumer goods; Distribution channels; Retailing; Wholesaling; Vendor supplier relations; Market potential

Classification Codes: 9178 (CN=Middle East); 9130 (CN=Experimental/Theoretical); 8390 (CN=Retailing industry); 7400 (CN=Distribution); 7000 (CN=Marketing)

5/8/5 (Item 5 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01142473 97-91867

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

The Saudi distribution system: Structure, operation and behaviour

Word Count: 6825 Length: 9 Pages

1995

Geographic Names: Saudi Arabia

Descriptors: Consumer goods; Studies; Market research; Distribution channels; Retailing; Wholesalers

Classification Codes: 9178 (CN=Middle East); 7400 (CN=Distribution); 7100 (CN=Market research); 8390 (CN=Retailing industry); 8303 (CN=Wholesale industry)

5/8/6 (Item 6 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01134610 97-84004

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

New distribution plans can increase sales

Word Count: 2367 Length: 4 Pages

Dec 1995

Geographic Names: US

Descriptors: Insurance industry; Distribution channels; Effectiveness; Trends; Industrywide conditions

Classification Codes: 9190 (CN=United States); 8210 (CN=Life & health insurance); 7400 (CN=Distribution)

5/8/7 (Item 7 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

00662429 93-11650

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

EFTPoS: Impact on channel relationships

Word Count: 5087 Length: 7 Pages

1992

Geographic Names: UK

Descriptors: EFTS; Point of sale systems; Impacts; Marketing information systems; Distribution channels; Banking industry

Classification Codes: 5240 (CN=Software & systems); 7000 (CN=Marketing); 8120 (CN=Retail banking); 8390 (CN=Retailing industry); 9175 (CN=Western Europe)

5/8/8 (Item 1 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01422020 Supplier Number: 24092715 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Distributor Conflicts -- About-face: Oracle reverses channel plan

November 24, 1997

Word Count: 572

Company Names: ORACLE CORP

Industry Names: Applications software; Software

Product Names: Database software packages (737265)

Concept Terms: All company; All product and service information; Corporate strategy; Product introduction

Geographic Names: North America (NOAX); United States (USA)

5/8/9 (Item 2 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01295549 Supplier Number: 23926568 (USE FORMAT 7 OR 9 FOR FULLTEXT)

GOING FOR GROWTH

June 09, 1997

Word Count: 4019

Company Names: INTERNATIONAL BUSINESS MACHINES CORP; TRW INC

Industry Names: Aerospace & defense; Computer

Product Names: Computers (357100); Guided missiles and space vehicles (376100)

Concept Terms: All company; All market information; Corporate strategy; Trends

Geographic Names: North America (NOAX); United States (USA)

5/8/10 (Item 1 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

06145490 Supplier Number: 53923618 (USE FORMAT 7 FOR FULLTEXT)

Channel Surfing.

Feb , 1999

Word Count: 2754

Publisher Name: A.M. Best Company, Inc.

Company Names: \*USAA Life Insurance Co.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*6310000 (Life Insurance)

Industry Names: BUSN (Any type of business); INSR (Insurance and Human Resources )

NAICS Codes: 524113 (Direct Life Insurance Carriers )

Special Features: INDUSTRY; COMPANY

5/8/11 (Item 2 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05350978 Supplier Number: 48139386 (USE FORMAT 7 FOR FULLTEXT)

Distributor Conflicts: About-face:Oracle reverses channel plan

Nov 24 , 1997

Word Count: 573

Publisher Name: CMP Publications, Inc.

Company Names: \*Oracle Corp.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*7372420 (Database Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

Ticker Symbols: ORCL

Special Features: COMPANY

5/8/12 (Item 3 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05076757 Supplier Number: 47452698 (USE FORMAT 7 FOR FULLTEXT)

## GOING FOR GROWTH

June 9 , 1997

Word Count: 4038

Publisher Name: Penton Publishing, Inc.

Company Names: \*Chrysler Corp.; Compaq Computer Corp.; Glaxo Wellcome PLC; Intel Corp.; L.M. Ericsson Telefon AB; Lockheed Martin Corp.; Microsoft Corp.; NOKIA CORP.

Event Names: \*830 (Sales, profits & dividends )

Geographic Names: \*1USA (United States); 4EUUK (United Kingdom); 4EUF1 (Finland); 4EUSW ( Sweden )

Product Names: \*3573000 (Computers & Peripherals); 7372000 (Computer Software); 3674000 (Semiconductor Devices); 3800000 (Instruments & Related Products); 2830000 (Drugs & Pharmaceuticals); 3661000 (Telecommunication Systems); 3710000 (Motor Vehicles & Parts)

Industry Names: BUS (Business, General); BUSN (Any type of business )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers); 334413 (Semiconductor and Related Device Manufacturing); 3345 ( Navigational, Measuring, Electromedical, and Control Instruments Manufacturing); 3254 (Pharmaceutical and Medicine Manufacturing); 3342 ( Communications Equipment Manufacturing); 336 (Transportation Equipment Manufacturing )

Ticker Symbols: C; CPQ; INTC; LMT; MSFT

Special Features: LOB; INDUSTRY; COMPANY

5/8/13 (Item 4 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03212875 Supplier Number: 44405486 (USE FORMAT 7 FOR FULLTEXT)

## WORK STATIONS

Feb , 1994

Word Count: 2499

Publisher Name: CMP Publications, Inc.

Event Names: \*480 (Use of services); 690 (Goods & services distribution )

Geographic Names: \*1USA (United States )

Product Names: \*3573020 (Small Business Computer Systems); 5081357 (Computers Wholesale)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 42143 (Computer and Computer Peripheral Equipment and Software Wholesalers )

5/8/14 (Item 1 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

09937981 Supplier Number: 20078094 (USE FORMAT 7 OR 9 FOR FULL TEXT )

About-face: Oracle reverses channel plan. (Company Business and Marketing)

Nov 24 , 1997

Word Count: 597 Line Count: 00049

Company Names: Oracle Corp.--Marketing

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation  
Descriptors: Value-added resellers--Marketing; Computer software industry--Marketing  
Product/Industry Names: 7372701 (Value-Added Resellers); 7372000 (Computer Software)  
Product/Industry Names: 7373 Computer integrated systems design; 7372 Prepackaged software  
Ticker Symbols: ORCL  
File Segment: CD File 275

5/8/15 (Item 2 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08435788 Supplier Number: 17866325 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Insurers won't succeed doing business as usual.(Cover Story)

Jan , 1996  
Word Count: 22310 Line Count: 01885

Special Features: illustration; graph  
Industry Codes/Names: INSR Insurance and Human Resources  
Descriptors: Insurance industry--Forecasts  
Product/Industry Names: 6300000 (Insurance)  
Product/Industry Names: 6300 INSURANCE CARRIERS  
File Segment: TI File 148

5/8/16 (Item 3 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08373438 Supplier Number: 17928148 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
New distribution plans can increase sales.

Dec , 1995  
Word Count: 2474 Line Count: 00224

Special Features: illustration; other  
Industry Codes/Names: INSR Insurance and Human Resources  
Descriptors: Life insurance industry--Distribution  
Product/Industry Names: 6310000 (Life Insurance)  
Product/Industry Names: 6311 Life insurance  
File Segment: TI File 148

5/8/17 (Item 1 from file: 47)  
Gale Group Magazine DB(TM)  
(c) 2008 Gale/Cengage. All rights reserved.  
04792216 Supplier Number: 19479389 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Going for growth.(manufacturers; The Industry Week 1000)

June 9 , 1997

Word Count: 4348 Line Count: 00343

Special Features: graph; illustration

Descriptors: Business rankings--Statistics; Manufacturing industry--Economic aspects; Corporate growth--Statistics

File Segment: MI File 47

? t s5/k/10

5/K/10 (Item 1 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

...named challenges include: the need to integrate technology, complying with regulations, compensation systems design, and distribution channel conflict.

Businesses that both manufacture and sell through their own retail forces are under the most...variable universal life insurance.

Select Service members receive a quarterly portfolio summary, stock and mutual fund reports, asset allocation analyses, priority processing of applications, retirement analyses and waiver of some fees.

For all members...

19990201

? t s5/k/11

5/K/11 (Item 2 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

Distributor Conflicts: About-face:Oracle reverses channel plan

In a classic case of channel conflict, Oracle is trying to smooth over relations with five distributors angry about the developer's moves to go around them and sell direct to top...

...its course and will allow its Oracle Authorized Resellers (OARs) to buy from Oracle or distributors.

Market development funds will also be passed on to resellers through the distributors.

"We feel the playing field..."

19971124

? t s5/k/6

5/K/6 (Item 6 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

Text:

...channels. Many mutual customers are opting for direct-marketed mutual funds and annuity and mutual fund products distributed by banks and securities brokers. Insurance executives predicted in the survey that over the next...

...through the CompuServe commercial on-line network. To date, this insurer has managed to avoid conflicts with its agency distribution channel by differentiating the products it sells directly vs. those sold through agents.

\* A midsized, Northeast...

?

? S S2 AND ((CHANNEL(2N)CONFLICT???(5N) internet)

Processing

Processing

54074278 S2

4439321 CHANNEL

2800733 CONFLICT???

11925542 INTERNET

202 CHANNEL(2N)CONFLICT???(5N)INTERNET

S6 20 S S2 AND ((CHANNEL(2N)CONFLICT???(5N) INTERNET)

? S S2 AND ((CHANNEL(2N)CONFLICT???(5N)(online or direct or INTERNET)

>>>W: Unmatched parentheses

>>>E: There is no result

? S S2 AND ((CHANNEL(2N)CONFLICT???)<sup>(5N)</sup>(ONLINE OR DIRECT OR INTERNET))

Processing

Processing

Processing

Processing

54074278 S2

4439321 CHANNEL

2800733 CONFLICT???

8620190 ONLINE

7891992 DIRECT

11925542 INTERNET

1161 CHANNEL(2N)CONFLICT???(5N)((ONLINE OR DIRECT) OR INTERNET)

S7 293 S S2 AND ((CHANNEL(2N)CONFLICT???)<sup>(5N)</sup>(ONLINE OR DIRECT OR INTERNET))

? rd

S8 239 RD (UNIQUE ITEMS)

? s s8 and (fee or fees or payment or payments or disburs?? or disbursement or disbursements or royalty or royalties or commission or commissions or profit???? or margin or margins or proceeds or remit???? or remittance or remittances)

Processing

Processing

Processing

239 S8

2714738 FEE

3041437 FEES

3360943 PAYMENT

2995235 PAYMENTS

114387 DISBURS???

89584 DISBURSEMENT

43926 DISBURSEMENTS

541746 ROYALTY

426728 ROYALTIES  
10638447 COMMISSION  
699839 COMMISSIONS  
12875906 PROFIT????  
2606477 MARGIN  
2126508 MARGINS  
2345745 PROCEEDS  
158910 REMIT????  
64526 REMITTANCE  
56016 REMITTANCES

S9 122 S S8 AND (FEE OR FEES OR PAYMENT OR PAYMENTS OR DISBURS??? OR DISBURSEMENT OR DISBURSEMENTS OR ROYALTY OR ROYALTIES OR COMMISSION OR COMMISSIONS OR PROFIT???? OR MARGIN OR MARGINS OR PROCEEDS OR REMIT???? OR REMITTANCE OR REMITTANCES)

? t s9/free/all

9/8/1 (Item 1 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

02370728 117541659

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Get linked or get lost: marketing strategy for the Internet

Word Count: 5672

1997

Geographic Names: United States; US

Descriptors: Internet; Electronic commerce; Market strategy

Classification Codes: 9190 (CN=United States); 5250 (CN=Telecommunications systems & Internet communications); 7000 (CN=Marketing)

Print Media ID: 46159

9/8/2 (Item 2 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01794045 04-45036

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

The direct approach

Word Count: 1238 Length: 3 Pages

Mar 1999

Geographic Names: US

Descriptors: Electronic commerce; Direct marketing; Distribution channels; Market strategy; Insurance companies;

Independent insurance agents & brokers  
Classification Codes: 9190 (CN=United States); 8210 (CN=Life & health insurance); 5250 (CN=Telecommunications systems); 7400 (CN=Distribution)

9/8/3 (Item 3 from file: 15)

ABI/Inform(R)  
(c) 2008 ProQuest Info&Learning. All rights reserved.  
01789545 04-40536

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Symbol Technologies bringing big change to North American distribution channels

Word Count: 857 Length: 1 Pages

Mar 1999

Company Names:

Symbol Technologies Inc ( Duns: 06-597-3067 Ticker: SBL )

Geographic Names: US

Descriptors: Distribution channels; Changes; Corporate profiles; Bar codes; Automatic identification  
Classification Codes: 7400 (CN=Distribution); 9000 (CN=Short Article); 9190 (CN=United States); 9110 (CN=Company specific); 8302 (CN=Software and computer services)

9/8/4 (Item 4 from file: 15)

ABI/Inform(R)  
(c) 2008 ProQuest Info&Learning. All rights reserved.  
01724136 03-75126

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Xeon processors light up NT servers

Word Count: 1207 Length: 2 Pages

Oct 26, 1998

Company Names:

Intel Corp ( Duns: 04-789-7855 Ticker: INTC )

Geographic Names: US

Descriptors: Servers; Microprocessors; High performance systems

Classification Codes: 8650 (CN=Electrical & electronics industries); 5230 (CN=Computer hardware); 9190 (CN=United States)

9/8/5 (Item 5 from file: 15)

ABI/Inform(R)  
(c) 2008 ProQuest Info&Learning. All rights reserved.  
01683047 03-34037

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Straight-through shooter

Word Count: 2430 Length: 4 Pages

Aug 1998

Geographic Names: US

Descriptors: Insurance industry; Technological planning; Electronic commerce; Business forecasts; Market strategy

Classification Codes: 9190 (CN=United States); 8200 (CN=Insurance industry); 5250 (CN=Telecommunications systems); 2310 (CN=Planning); 7000 (CN=Marketing)

9/8/6 (Item 6 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01676192 03-27182

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Clientele

Word Count: 751 Length: 2 Pages

Jul 20, 1998

Company Names:

Platinum Software Corp

Geographic Names: US

Descriptors: Integrated software; Technical support; Value added resellers; Software reviews; Software upgrading

Classification Codes: 9190 (CN=United States); 5240 (CN=Software & systems); 9120 (CN=Product specific); 2400 (CN=Public relations)

9/8/7 (Item 7 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01632336 02-83325

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Gateway steps up to the plate

Word Count: 517 Length: 1 Pages

May 4, 1998

Company Names:

Gateway 2000

Geographic Names: US

Descriptors: Editorials; Computer industry; Market strategy; Distribution channels; Vendor supplier relations

Classification Codes: 9190 (CN=United States); 8651 (CN=Computer industry); 7400 (CN=Distribution); 2400 (CN=Public relations)

9/8/8 (Item 8 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01616154 02-67143

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Call it growing pains

Word Count: 844 Length: 1 Pages

Apr 13, 1998

Company Names:

Oracle Corp ( Duns: 08-995-8862 )

Geographic Names: US

Descriptors: Software industry; Value added resellers; Market strategy; Complaints; Problem solving

Classification Codes: 8302 (CN=Software and computer services); 7000 (CN=Marketing); 9190 (CN=United States)

9/8/9 (Item 9 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01491719 01-42707

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

VARs run midrange spectrum

Word Count: 1109 Length: 1 Pages

Aug 18, 1997

Geographic Names: US

Descriptors: Value added resellers; Business conditions; Network operating systems; Minicomputers; Vendor supplier relations

Classification Codes: 9190 (CN=United States); 8302 (CN=Software and computer services); 7000 (CN=Marketing)

9/8/10 (Item 10 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01485162 01-36150

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Electronic distribution stacks up

Word Count: 598 Length: 2 Pages

Aug 11, 1997

Geographic Names: US

Descriptors: Software industry; Distribution channels; Automation

Classification Codes: 9190 (CN=United States); 8302 (CN=Software and computer services); 7400 (CN=Distribution)

9/8/11 (Item 11 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01270021 99-19417

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Ludwick to step down amid Bay shakeup

Word Count: 298 Length: 1 Pages

Jul 22, 1996

Company Names:

Bay Networks Inc

Geographic Names: US

Descriptors: Electronics industry; Corporate presidents; Chief executive officers; Resignations; Corporate reorganization; Market strategy

Classification Codes: 8650 (CN=Electrical & electronics industries); 2120 (CN=Chief executive officer); 6100 (CN=Human resource planning); 2320 (CN=Organizational structure); 7000 (CN=Marketing); 9190 (CN=United States); 9000 (CN=Short Article)

9/8/12 (Item 12 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01246371 98-95766

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Canadian securities regulator worries about the Internet

Word Count: 513 Length: 1 Pages

Jul 1, 1996

Geographic Names: Canada

Descriptors: Securities regulations; Internet; Electronic trading

Classification Codes: 9172 (CN=Canada); 9000 (CN=Short Article); 3400 (CN=Investment analysis); 4310 (CN=Regulation)

9/8/13 (Item 13 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01245204 98-94599

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Desktops

Word Count: 744 Length: 1 Pages

Jun 3, 1996

Company Names:

Compaq Computer Corp ( Duns: 00-389-7733 Ticker: CPQ )

Apple Computer Inc ( Duns: 06-070-4780 Ticker: AAPL )

IBM Corp ( Duns: 00-136-8083 Ticker: IBM )

Packard Bell ( Duns: 15-539-1121 )

NEC Technologies Inc

Geographic Names: US

Descriptors: Personal computers; Computer industry; Market shares; Market strategy; Manycompanies  
Classification Codes: 9190 (CN=United States); 8651 (CN=Computer industry); 7000 (CN=Marketing)

9/8/14 (Item 14 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01160385 98-09780

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

10Q: Fourth quarter 1995 - Hayes Microcomputer, Hewlett-Packard, IBM, Inacom

Word Count: 853 Length: 2 Pages

Feb 12, 1996

Company Names:

Hayes Microcomputer Products Inc ( Duns: 08-860-8807 )

Hewlett Packard Co ( Duns: 00-912-2532 Ticker: HWP )

IBM Corp ( Duns: 00-136-8083 Ticker: IBM )

InaCom Corp

Geographic Names: US

Descriptors: Computer industry; Value added resellers; Electronics industry; Financial reporting; Bankruptcy reorganization; Distribution channels; Organizational change; Manycompanies

Classification Codes: 9190 (CN=United States); 8302 (CN=Software and computer services); 8651 (CN=Computer industry); 7000 (CN=Marketing); 3400 (CN=Investment analysis); 7400 (CN=Distribution)

9/8/15 (Item 15 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01073332 97-22726

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Channel stocks heat up (Part 2): Hayes Microcomputer, Hewlett-Packard, IBM, Inacom, Informix

Word Count: 1140 Length: 2 Pages

Aug 7, 1995

Company Names:

Hayes Microcomputer Products Inc ( Duns: 08-860-8807 )

Hewlett Packard Co ( Duns: 00-912-2532 Ticker: HWP )

IBM Corp ( Duns: 00-136-8083 Ticker: IBM )

InaCom Corp

Informix Software Inc ( Duns: 05-243-5344 )

Geographic Names: US

Descriptors: Revenue; Manycompanies; Distributors; Software industry; Electronics industry; Computer industry; Manyproducts

Classification Codes: 9190 (CN=United States); 8650 (CN=Electrical & electronics industries); 8651 (CN=Computer industry); 8302 (CN=Software and computer services)

9/8/16 (Item 16 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

01006703 96-56096

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

QMS debuts \$4,999 color laser printer, channel program

Word Count: 455 Length: 1 Pages

Mar 27, 1995

Company Names:

QMS Inc ( Duns: 08-654-7338 Ticker: AQM )

Geographic Names: US

Descriptors: Product introduction; Color; Laser printers; Distribution channels

Classification Codes: 9190 (CN=United States); 5230 (CN=Computer hardware); 9120 (CN=Product specific); 7400 (CN=Distribution)

9/8/17 (Item 17 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

00950713 96-00106

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

1994 - The year in review (Part III)

Word Count: 19010 Length: 17 Pages

Nov 28, 1994

Geographic Names: US

Descriptors: Manycompanies; Value added resellers; Distributors

Classification Codes: 9190 (CN=United States); 8303 (CN=Wholesale industry); 8302 (CN=Software and computer services)

9/8/18 (Item 18 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

00832321 94-81713

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Fisher to head AT&T's channel group

Word Count: 452 Length: 1 Pages

Mar 7, 1994

Company Names:

AT&T Global Information Solutions

Geographic Names: US

Descriptors: Case studies; Telecommunications industry; Distribution channels; Executives; Appointments & personnel changes

Classification Codes: 9190 (CN=United States); 9110 (CN=Company specific); 8330 (CN=Broadcasting & telecommunications); 7400 (CN=Distribution); 6100 (CN=Human resource planning); 2130 (CN=Executives)

9/8/19 (Item 19 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

00674284      93-23505

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

How benchmarking goes wrong (and how to do it right)

Word Count: 3683 Length: 7 Pages

Jan/Feb 1993

Descriptors: Benchmarks; Teamwork; Strategic planning; Performance evaluation; Competition; Goal setting; Improvements

Classification Codes: 2310 (CN=Planning)

9/8/20 (Item 1 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01797694 Supplier Number: 24560209 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Symbol Technologies bringing big change to North American distribution channels

March 1999

Word Count: 829

Company Names: SYMBOL TECHNOLOGIES INC

Industry Names: Computer

Product Names: Optical scanning devices (357758)

Concept Terms: All company; Corporate strategy; Financial data

Geographic Names: North America (NOAX); United States (USA)

9/8/21 (Item 2 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01685285 Supplier Number: 24421599 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Financial Services Firms Add Insurance to Menu

October 19, 1998

Word Count: 1122

Industry Names: Banking; Information industry; Insurance; Online services

Product Names: Financial institutions (600000); Insurance carriers (630000); On-line service providers (737500)

Concept Terms: All market information; All product and service information; Product introduction; Trends

Marketing Terms: All product marketing; Distribution channels  
Geographic Names: North America (NOAX); United States (USA)

9/8/22 (Item 3 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01544279 Supplier Number: 24256950 (USE FORMAT 7 OR 9 FOR FULLTEXT)

HP Printer Creates a Stir On Packard Bell's Web Site

May 11, 1998

Word Count: 458

Company Names: HEWLETT-PACKARD CO; PACKARD BELL NEC INC

Industry Names: Computer; Information industry; Online services

Product Names: Non-impact printers (in general) (357720); Computers and computer peripheral equipment and software-wholesale (504500); On-line service providers (737500)

Concept Terms: All company; All intellectual property; Corporate strategy; Distribution license

Marketing Terms: All media; Internet

Geographic Names: North America (NOAX); United States (USA)

9/8/23 (Item 4 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01522254 Supplier Number: 24228226 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Call It Growing Pains -- Oracle To Move 50 Percent Of Business Through Channel

April 13, 1998

Word Count: 578

Company Names: ORACLE CORP

Product Names: Computer and office equipment (357000)

Concept Terms: All company; Corporate strategy

Geographic Names: North America (NOAX); United States (USA)

9/8/24 (Item 5 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

01069190 Supplier Number: 23640371 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fast and Profitable

September 15, 1996

Word Count: 1219

Special Features: Table

Company Names: 3COM CORP; INTEL CORP; STANDARD MICROSYSTEMS CORP

Industry Names: Computer; Electronic components

Product Names: Communications boards and cards (367944)  
Concept Terms: All product and service information; Quality  
Geographic Names: North America (NOAX); United States (USA)

9/8/25 (Item 6 from file: 9)  
Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00960538 Supplier Number: 23542465 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Desktops

June 03, 1996  
Word Count: 911

Special Features: Table  
Company Names: ACER INC; APPLE COMPUTER INC; COMPAQ COMPUTER CORP; HEWLETT-PACKARD CO; IBM PERSONAL COMPUTER CO (INTERNATIONAL BUSINESS MACHINES CORP); NEC CORP; PACKARD BELL ELECTRONICS INC  
Industry Names: Computer; Personal computers  
Product Names: Personal computers (357160)  
Concept Terms: All market information; Sales  
Geographic Names: North America (NOAX); United States (USA); World (WOR)

9/8/26 (Item 7 from file: 9)  
Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00908582 Supplier Number: 23466885 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Progress, Sybase tap new area

March 25, 1996  
Word Count: 628  
Company Names: PROGRESS SOFTWARE CORP; STREAM INTERNATIONAL INC; SYBASE INC  
Industry Names: Information industry; Online services; Software  
Product Names: Development support software packages (737224); On-line service providers (737500)  
Concept Terms: All product and service information; Applications; Product introduction  
Marketing Terms: All product marketing; Distribution channels  
Geographic Names: North America (NOAX); United States (USA)

9/8/27 (Item 8 from file: 9)  
Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00799691 Supplier Number: 23358027 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
IBM channel plan excludes RS/6000

November 27, 1995

Word Count: 674  
Company Names: INTERNATIONAL BUSINESS MACHINES CORP  
Industry Names: Computer; Personal computers  
Product Names: Computers (357100); Servers (357105); Mini and supermini computers (357151); Personal computers (357160)  
Concept Terms: All company; All intellectual property; Corporate strategy; Distribution license  
Geographic Names: North America (NOAX); United States (USA)

9/8/28 (Item 9 from file: 9)

Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00792280 Supplier Number: 23312776 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Cisco Says Howdy to Channel

October 01, 1995

Word Count: 1751

Company Names: CISCO SYSTEMS INC  
Industry Names: Network hardware and software; Telecom equipment; Telecommunications  
Product Names: Telephone switching equipment (366105); Routers (366156)  
Concept Terms: All company; All product and service information; Corporate strategy; Product introduction  
Geographic Names: North America (NOAX); United States (USA)

9/8/29 (Item 10 from file: 9)

Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00792277 Supplier Number: 23322902 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Sun and Motorola Outserve A Strong Field of Rivals

October 15, 1995

Word Count: 1340

Special Features: Table  
Company Names: MOTOROLA COMPUTER GROUP (MOTOROLA INC); SUN MICROSYSTEMS COMPUTER CO (SUN MICROSYSTEMS INC)  
Industry Names: Computer  
Product Names: Servers (357105); Computer integrated systems design (737300)  
Concept Terms: All product and service information; Quality  
Geographic Names: North America (NOAX); United States (USA)

9/8/30 (Item 11 from file: 9)

Business & Industry(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
00792245 Supplier Number: 23288706 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
THE EMPIRE STRIKES BACK

September 01, 1995  
Word Count: 3873

Special Features: Table

Company Names: INTERNATIONAL BUSINESS MACHINES CORP

Industry Names: Computer; Software

Product Names: Computers (357100); Prepackaged software (737200)

Concept Terms: All company; All market information; Corporate strategy; Financial data; Marketing campaign; Market share

Marketing Terms: All product marketing; Loyalty

Geographic Names: North America (NOAX); United States (USA)

9/8/31 (Item 12 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

00687847 Supplier Number: 23217500 (USE FORMAT 7 OR 9 FOR FULLTEXT)

BATTLE FOR THE MIDRANGE

June 01, 1995

Word Count: 3162

Company Names: DATA GENERAL CORP (EMC CORP); DIGITAL EQUIPMENT CORP (COMPAQ COMPUTER CORP); HEWLETT-PACKARD LTD (HEWLETT-PACKARD CO); ICL PLC (FUJITSU LTD); INTERNATIONAL BUSINESS MACHINES CORP; PYRAMID TECHNOLOGY CORP; SIEMENS NIXDORF INFORMATION SYSTEMS INC (SIEMENS AG); SUN MICROSYSTEMS COMPUTER CO (SUN MICROSYSTEMS INC); TANDEM COMPUTERS INC

Industry Names: Computer

Product Names: Servers (357105); Mini and supermini computers (357151)

Concept Terms: All market information; Market share; Market size; Sales; Shipments; Users

Geographic Names: North America (NOAX); United States (USA); World (WOR)

9/8/32 (Item 13 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

00606274 Supplier Number: 23161827 (USE FORMAT 7 OR 9 FOR FULLTEXT)

QMS debuts \$4,999 color laser printer, channel program

March 27, 1995

Word Count: 442

Company Names: QMS INC

Industry Names: Computer

Product Names: Laser printers (357723); Computer integrated systems design (737300)

Concept Terms: All company; All product and service information; Corporate strategy; Product introduction

Geographic Names: North America (NOAX); United States (USA)

9/8/33 (Item 14 from file: 9)

Business & Industry(R)

(c) 2008 Gale/Cengage. All rights reserved.

00601452 Supplier Number: 23120993 (USE FORMAT 7 OR 9 FOR FULLTEXT)

AS/400 Minis Perfect for Small Businesses, Says IBM

February 1995

Word Count: 368

Company Names: INTERNATIONAL BUSINESS MACHINES CORP

Industry Names: Computer

Product Names: Mini and supermini computers (357151)

Concept Terms: All company; Corporate strategy

Geographic Names: North America (NOAX); United States (USA)

9/8/34 (Item 1 from file: 810)

Business Wire

(c) 1999 Business Wire . All rights reserved.

0120107 BW604

MODCOMP : MODCOMP announces Value Added Program

March 6, 1989

Byline: Business Editors/Computer Writers

Word Count: 455

9/8/35 (Item 2 from file: 810)

Business Wire

(c) 1999 Business Wire . All rights reserved.

0070276 BW119

SUN MICROSYSTEMS : Sun Microsystems launches VAR program; strategic move opens new distribution channels

November 2, 1987

Byline: Business Editors

Word Count: 670

9/8/36 (Item 1 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

02254197 Supplier Number: 53428163 (Use Format 7 Or 9 For FULL TEXT )

## CHANNEL, PRICING CONFLICT CONTINUE TO HARRY EMC.

Dec 17 , 1998

Word Count: 345 Line Count: 00030

Company Names: EMC Corp. (Hopkinton, Massachusetts); NCR Corp.

Geographic Codes/Names: 1USA United States

Event Codes/Names: 380 Strategic alliances

Product/Industry Names: 3570000 (Office & Computing Machines); 7372425 (Data Warehousing Software)

SIC Codes: 3570 Computer and Office Equipment; 7372 Prepackaged software

Ticker Symbols: EMC; NCR

File Segment: CD File 275

9/8/37 (Item 2 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

02251929 Supplier Number: 53387028 (Use Format 7 Or 9 For FULL TEXT )

SIX WAYS TO MINIMIZE ONLINE CHANNEL CONFLICT.( Internet/Web/Online Service Information)

Nov 25 , 1998

Word Count: 611 Line Count: 00052

Geographic Codes/Names: 1USA United States

Descriptors: Computer software industry; Retail/reseller channel; Electronic commerce; Internet/Web overview

Event Codes/Names: 240 Marketing procedures

Product/Industry Names: 7372000 (Computer Software); 4811520 (Online Services); 5734000 (Computer Stores)

SIC Codes: 7372 Prepackaged software; 4822 Telegraph & other communications; 5734 Computer and software stores

File Segment: CD File 275

9/8/38 (Item 3 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01739303 Supplier Number: 16608371

The new respected PC players. (the PC hardware industry) (For the Record) (Editorial)

Feb 27 , 1995

Company Names: Digital Equipment Corp.--Management; Hewlett-Packard Co.--Management

Descriptors: Market Trend; Microcomputer Industry; Computer industry

SIC Codes: 3571 Electronic computers

Ticker Symbols: DEC; HWP

File Segment: CD File 275

9/8/39 (Item 4 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01440953 Supplier Number: 10644482 (Use Format 7 Or 9 For FULL TEXT )

DEC: parallel CPU option open. (central processing unit)

April 22 , 1991

Word Count: 908 Line Count: 00070

Company Names: Digital Equipment Corp.--Management

Descriptors: Parallel Processing; Product Development; Market Entry; Marketing Strategy; CPU

SIC Codes: 3571 Electronic computers

Ticker Symbols: DEC

File Segment: CD File 275

9/8/40 (Item 5 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01320434 Supplier Number: 07965854 (Use Format 7 Or 9 For FULL TEXT )

Zenith program packs punch into flat pricing's promise. (Zenith Electronics corp.'s Zenith Data Systems)  
(Changing Channels) (column)

Dec 11 , 1989

Word Count: 698 Line Count: 00056

Company Names: Zenith Datasystems Inc.--Distribution

Descriptors: Pricing Policy; Dealer; Distribution Management; Computer Industry; Value-Added Resellers

SIC Codes: 3571 Electronic computers; 7373 Computer integrated systems design

File Segment: CD File 275

9/8/41 (Item 6 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01294397 Supplier Number: 07202718 (Use Format 7 Or 9 For FULL TEXT )

Silicon Valley of South simply 'Texas friendly'. (Austin)

April 10 , 1989

Word Count: 1626 Line Count: 00125

Special Features: illustration; photograph

Company Names: Dell Computer Corp.--Marketing; CompuAdd Computer Corp.--Marketing

Geographic Codes: NNUSTTX

Geographic Names: Texas

Descriptors: Texas; Computer Retailing; Mail Order; Direct Marketing

SIC Codes: 5045 Computers, peripherals & software

File Segment: CD File 275

9/8/42 (Item 7 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01278529 Supplier Number: 07244069

IBM plan may rule resellers. (commission cut on referrals for IBM's direct sales force)

Jan 9 , 1989

Company Names: International Business Machines Corp.--Marketing

Descriptors: Dealer; Sales Organizations; Value-Added Resellers; Incentives; Marketing

SIC Codes: 5734 Computer and software stores

Ticker Symbols: IBM

File Segment: CD File 275

9/8/43 (Item 8 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01257965 Supplier Number: 07085459 (Use Format 7 Or 9 For FULL TEXT )

Ogivar chases Toshiba. (Ogivar Technologies)

Oct 31 , 1988

Word Count: 399 Line Count: 00031

Company Names: Ogivar Technologies--Marketing

Descriptors: Laptop Computers; Manufacturers; Growth; Marketing Strategy; Microcomputer; Compatible Hardware

SIC Codes: 3571 Electronic computers

File Segment: CD File 275

9/8/44 (Item 9 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01245281 Supplier Number: 06717217 (Use Format 7 Or 9 For FULL TEXT )

Buying computer market share is a boomerang. (column)

May 16 , 1988

Word Count: 1369 Line Count: 00106

Descriptors: Pricing Policy; Marketing Strategy; Computer Retailing; Dealer; Discount; Market Share; Profit

SIC Codes: 5734 Computer and software stores

File Segment: CD File 275

9/8/45 (Item 10 from file: 275)

Gale Group Computer DB(TM)  
(c) 2008 Gale/Cengage. All rights reserved.  
01244222 Supplier Number: 06316490 (Use Format 7 Or 9 For FULL TEXT )  
Unisys intros 386 system, revamped VAR program. (the Unisys U 6000 system line) (product announcement)

April 25 , 1988  
Word Count: 407 Line Count: 00031  
Company Names: Unisys Corp.--Product introduction  
Descriptors: New Product; Microcomputer; Value-Added Resellers; Product Introduction  
SIC Codes: 3571 Electronic computers  
Ticker Symbols: UIS  
Trade Names: Unisys U6000/50 (Minicomputer)--Product introduction  
Operating Platform: UNIX  
File Segment: CD File 275

9/8/46 (Item 11 from file: 275)  
Gale Group Computer DB(TM)  
(c) 2008 Gale/Cengage. All rights reserved.  
01236690 Supplier Number: 06264400 (Use Format 7 Or 9 For FULL TEXT )  
Three key factors for VARs when evaluating vendors. (Value-Added Resellers)

Feb 8 , 1988  
Word Count: 1308 Line Count: 00102

Special Features: illustration; photograph; table  
Descriptors: Dealer; Sales Organizations; Vendors; Computer Retailing; Value-Added Resellers  
SIC Codes: 5734 Computer and software stores  
File Segment: CD File 275

9/8/47 (Item 12 from file: 275)  
Gale Group Computer DB(TM)  
(c) 2008 Gale/Cengage. All rights reserved.  
01231444 Supplier Number: 06682657  
VARs need not tolerate cross-channel conflict. (Special section: VAR Week)

May 9 , 1988

Special Features: illustration; photograph  
Descriptors: Workstations; Value-Added Resellers; Market Analysis; Manufacturers; Dealer  
SIC Codes: 7373 Computer integrated systems design  
File Segment: CD File 275

9/8/48 (Item 13 from file: 275)  
Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01198721 Supplier Number: 04744659

IBM sets new directions: after rocky times, IBM charms dealers. (product announcement)

April 6 , 1987

Special Features: illustration; photograph

Company Names: International Business Machines Corp.--Product introduction

Descriptors: Value-Added Resellers; Microcomputer; Vendor Relations; New Product; Product Introduction; Personal Computers; Dealer; Distribution Agreements

Ticker Symbols: IBM

File Segment: CD File 275

9/8/49 (Item 14 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01176288 Supplier Number: 00657388 (Use Format 7 Or 9 For FULL TEXT )

Vendor-Buyer Truce: To End Bad Blood, Software Vendors Are Extending Special Services to Major Corporations.

Jan. 21 , 1986

Word Count: 2337 Line Count: 00187

Company Names: Lotus Development Corp.--Marketing; Ashton-Tate Corp.--Marketing; Microsoft Corp.--Marketing

Descriptors: Computer Software Industry; Marketing; Companies; Support Services; Customer Service; Vendors; Dealer

File Segment: CD File 275

9/8/50 (Item 15 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

01171908 Supplier Number: 04284837

Dealers still face price obstacle under IBM VPA program.

June 23 , 1986

Company Names: International Business Machines Corp.--Prices and rates

Descriptors: Computer Retailing; Dealer; Pricing Policy; Marketing Strategy

File Segment: CD File 275

9/8/51 (Item 1 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05990080 Supplier Number: 53357052 (USE FORMAT 7 FOR FULLTEXT)

Channel Power -- Eleven top distribution execs confront the issues that will drive their futures-and yours.(the fifth annual Distribution Roundtable)(Company Business and Marketing)(Panel Discussion)

Dec 7 , 1998

Word Count: 6785

Publisher Name: CMP Publications, Inc.

Company Names: \*Ingram Micro Inc.; Tech Data Corp. (Clearwater, Florida); CHS Electronics; Merisel Inc.; Pinacor; SYNNEX Information Technologies Inc.; GE IT Distribution Group; Pioneer Electronics (USA) Inc.; Hall-Mark Electronics Corp.; Westcon Inc.; Savoir Technology Group

Event Names: \*220 (Strategy & planning )

Geographic Names: \*1USA (United States )

Product Names: \*7372701 (Value-Added Resellers)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 541512 (Computer Systems Design Services )

Ticker Symbols: TECD; MSEL; HMEC

Special Features: COMPANY

9/8/52 (Item 2 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05965300 Supplier Number: 53247162 (USE FORMAT 7 FOR FULLTEXT)

Big opportunity in midsize market.

Nov 16 , 1998

Word Count: 516

Publisher Name: CMP Publications, Inc.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals); 7372701 (Value-Added Resellers)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 541512 (Computer Systems Design Services )

Special Features: LOB

9/8/53 (Item 3 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05906037 Supplier Number: 53123391 (USE FORMAT 7 FOR FULLTEXT)

Business & Channel Overview -- Xeon processors light up NT servers --Powerful, Scalable Chip Gives Resellers Ammunition To PenetrateEnterprise Accounts.(Industry Trend or Event)

Oct 26 , 1998

Word Count: 1205

Publisher Name: CMP Publications, Inc.

Event Names: \*600 (Market information - general )

Geographic Names: \*1USA (United States )

Product Names: \*3573120 (Microcomputers); 3674124 (Microprocessor Chips)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing); 334413 (Semiconductor and Related Device Manufacturing )

9/8/54 (Item 4 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
05602409 Supplier Number: 48477805 (USE FORMAT 7 FOR FULLTEXT)

HP Printer Creates a Stir On Packard Bell's Web Site  
May 11 , 1998  
Word Count: 473  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Hewlett-Packard Co.; Packard Bell NEC Inc.  
Event Names: \*389 (Alliances, partnerships )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573260 (Computer Printers)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation); RETL (Retailing )  
NAICS Codes: 334119 (Other Computer Peripheral Equipment Manufacturing )  
Ticker Symbols: HWP  
Special Features: COMPANY

9/8/55 (Item 5 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
05602266 Supplier Number: 48477600 (USE FORMAT 7 FOR FULLTEXT)

Will Netscape Survive? -- VARs like the technology but question Netscape's enterprise strength  
May 11 , 1998  
Word Count: 1044  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Netscape Communications Corp.  
Event Names: \*220 (Strategy & planning )  
Geographic Names: \*1USA (United States )  
Product Names: \*7372000 (Computer Software)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 51121 (Software Publishers )  
Ticker Symbols: NSCP  
Special Features: LOB; COMPANY

9/8/56 (Item 6 from file: 16)

Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
05556405 Supplier Number: 48418921 (USE FORMAT 7 FOR FULLTEXT)

Call It Growing Pains -- Oracle To Move 50 Percent Of Business Through Channel

April 13 , 1998

Word Count: 605

Publisher Name: CMP Publications, Inc.

Company Names: \*Oracle Corp.

Event Names: \*360 (Services information )

Geographic Names: \*1USA (United States )

Product Names: \*7372000 (Computer Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

Ticker Symbols: ORCL

Special Features: LOB; COMPANY

9/8/57 (Item 7 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05296755 Supplier Number: 48064479 (USE FORMAT 7 FOR FULLTEXT)

Electronic retailing proves tricky: Allure of Internet sales leads to revenue-sharing ventures, partnerships with hosts

Oct 20 , 1997

Word Count: 951

Publisher Name: CMP Publications, Inc.

Event Names: \*240 (Marketing procedures); 380 (Strategic alliances )

Geographic Names: \*1USA (United States )

Product Names: \*5734000 (Computer Stores)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation); RETL (Retailing )

NAICS Codes: 44312 (Computer and Software Stores )

Special Features: LOB

9/8/58 (Item 8 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05288224 Supplier Number: 48053407 (USE FORMAT 7 FOR FULLTEXT)

3Com, HP Tie For First As Bay Drops To Last -- Both 3Com and HP bank on improved marketing strategy, VAR relations to stay on top

Oct 15 , 1997

Word Count: 1565

Publisher Name: CMP Publications, Inc.

Company Names: \*Bay Networks Inc.; Cisco Systems Inc.; Hewlett-Packard Co.; 3Com Corp.

Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names: \*3661000 (Telecommunication Systems)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 3342 (Communications Equipment Manufacturing )  
Ticker Symbols: BAY; CSCO; HWP; COMS  
Special Features: LOB; COMPANY

9/8/59 (Item 9 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
05288182 Supplier Number: 48053365 (USE FORMAT 7 FOR FULLTEXT)

IBM turns Focus on the channel and Jumps in Rating

Oct 15 , 1997

Word Count: 663

Publisher Name: CMP Publications, Inc.  
Company Names: \*International Business Machines Corp.  
Event Names: \*600 (Market information - general )  
Geographic Names: \*1USA (United States )  
Product Names: \*3661250 (Data Communications Systems)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 33421 (Telephone Apparatus Manufacturing )  
Ticker Symbols: IBM  
Special Features: COMPANY

9/8/60 (Item 10 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
05288178 Supplier Number: 48053361 (USE FORMAT 7 FOR FULLTEXT)

HP's Poor Partnership and support Sabotages OpenView

Oct 15 , 1997

Word Count: 608

Publisher Name: CMP Publications, Inc.  
Company Names: \*Hewlett-Packard Co.  
Event Names: \*600 (Market information - general )  
Geographic Names: \*1USA (United States )  
Product Names: \*7372560 (Systems Management Software)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 51121 (Software Publishers )  
Ticker Symbols: HWP  
Special Features: COMPANY

9/8/61 (Item 11 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05187412 Supplier Number: 47915931 (USE FORMAT 7 FOR FULLTEXT)

Reseller Roundtable: Midrange Resellers Face NT Threat, Channel Conflict: VARs run midrange spectrum  
August 18 , 1997

Word Count: 1094

Publisher Name: CMP Publications, Inc.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*3573110 (Large & Medium Computer Systems)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

9/8/62 (Item 12 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05177330 Supplier Number: 47901412 (USE FORMAT 7 FOR FULLTEXT)

Electronic software distribution

August 11 , 1997

Word Count: 600

Publisher Name: CMP Publications, Inc.

Event Names: \*600 (Market information - general )

Geographic Names: \*1USA (United States )

Product Names: \*7372690 (Communications Software NEC)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

9/8/63 (Item 13 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04904127 Supplier Number: 47211527 (USE FORMAT 7 FOR FULLTEXT)

Whom Do You Trust? -- New online configurators and channel changes may make you wary

March 15 , 1997

Word Count: 512

Publisher Name: CMP Publications, Inc.

Event Names: \*353 (Product quality )

Geographic Names: \*1USA (United States )

Product Names: \*3573099 (Computer Systems NEC)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

9/8/64 (Item 14 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04683659 Supplier Number: 46894021 (USE FORMAT 7 FOR FULLTEXT)

Direct Or Indirect?: Oracle confronts channel conflict with new \$500 million policy

Nov 15 , 1996

Word Count: 713

Publisher Name: CMP Publications, Inc.

Company Names: \*Oracle Corp.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*7372000 (Computer Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

Ticker Symbols: ORCL

Special Features: LOB; COMPANY

9/8/65 (Item 15 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04564753 Supplier Number: 46709481 (USE FORMAT 7 FOR FULLTEXT)

Fast And Profitable -- 3Com speeds past Intel and SMC in Fast Ethernet NIC survey

Sept 15 , 1996

Word Count: 1440

Publisher Name: CMP Publications, Inc.

Company Names: \*Intel Corp.; SMC; 3Com Corp.

Event Names: \*350 (Product standards, safety, & recalls )

Geographic Names: \*1USA (United States )

Product Names: \*3661205 (Local Area Networks); 3661250 (Data Communications Systems)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 33421 (Telephone Apparatus Manufacturing )

Ticker Symbols: INTC; COMS

Special Features: COMPANY

9/8/66 (Item 16 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04469299 Supplier Number: 46561029 (USE FORMAT 7 FOR FULLTEXT)

CHANGES: Executive shuffle; channel revamp -- Ludwick To Step Down Amid Bay Shakeup

July 22 , 1996

Word Count: 302

Publisher Name: CMP Publications, Inc.

Company Names: \*Bay Networks

Event Names: \*220 (Strategy & planning); 540 (Executive changes & profiles )

Geographic Names: \*1USA (United States )

Product Names: \*3661000 (Telecommunication Systems)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 3342 (Communications Equipment Manufacturing )

Special Features: LOB; COMPANY

9/8/67 (Item 17 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04388224 Supplier Number: 46437162 (USE FORMAT 7 FOR FULLTEXT)

Desktops -- Vendors Use Software, Lower Prices And Improved Manufacturing Capabilities To Boost Revenue

June 3 , 1996

Word Count: 890

Publisher Name: CMP Publications, Inc.

Event Names: \*220 (Strategy & planning); 600 (Market information - general )

Geographic Names: \*1USA (United States )

Product Names: \*3573120 (Microcomputers)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

9/8/68 (Item 18 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04029657 Supplier Number: 45858828 (USE FORMAT 7 FOR FULLTEXT)

Sun and Motorola Outserve A Strong Field of Rivals -- With product quality consistent among top vendors, support becomes a major factor in win

Oct 15 , 1995

Word Count: 1301

Publisher Name: CMP Publications, Inc.

Company Names: \*Motorola Computer Systems Inc.; Sun Microsystems Computer Co.

Event Names: \*290 (Public affairs )

Geographic Names: \*1USA (United States )

Product Names: \*3573102 (Servers (Computers))

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

Special Features: COMPANY

9/8/69 (Item 19 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04029650 Supplier Number: 45858821 (USE FORMAT 7 FOR FULLTEXT)

Promising 'Monumental Change,' AT&T GIS Mends Fences with Partners in Profit Program

Oct 15 , 1995

Word Count: 508

Publisher Name: CMP Publications, Inc.

Company Names: \*AT & T Global Information

Event Names: \*290 (Public affairs )

Geographic Names: \*1USA (United States )

Product Names: \*3573102 (Servers (Computers))

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

Special Features: COMPANY

9/8/70 (Item 20 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

04012223 Supplier Number: 45828630 (USE FORMAT 7 FOR FULLTEXT)

Cisco Says Howdy to Channel -- New stance sets stage for showdown with Bay and 3Com

Oct 1 , 1995

Word Count: 1332

Publisher Name: CMP Publications, Inc.

Company Names: \*Cisco Systems Inc.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*3661250 (Data Communications Systems); 7372700 (Contract Software & Services)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 33421 (Telephone Apparatus Manufacturing); 5415 (Computer Systems Design and Related Services )

Ticker Symbols: CSCO

Special Features: COMPANY

9/8/71 (Item 21 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03948167 Supplier Number: 45715916 (USE FORMAT 7 FOR FULLTEXT)

10-Q: Channel Stocks Heat Up--Part I

August 7 , 1995

Word Count: 2398

Publisher Name: CMP Publications, Inc.

Event Names: \*850 (Financial analysis )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals); 7372000 (Computer Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers )

Special Features: LOB

9/8/72 (Item 22 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03624373 Supplier Number: 45106659 (USE FORMAT 7 FOR FULLTEXT)

Evaluating Database VAR Programs: Partnership issues may count more than technical bells and whistles

Nov , 1994

Word Count: 846

Publisher Name: CMP Publications, Inc.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*5734000 (Computer Stores); 7372420 (Database Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 44312 (Computer and Software Stores); 51121 (Software Publishers )

Special Features: LOB

9/8/73 (Item 23 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03598012 Supplier Number: 45064745 (USE FORMAT 7 FOR FULLTEXT)

## ORACLE WORKS TOWARD BETTER VAR PARTNERSHIP

Oct 15 , 1994

Word Count: 1049

Publisher Name: CMP Publications, Inc.

Company Names: \*Oracle Corp.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*7372000 (Computer Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

Ticker Symbols: ORCL

Special Features: LOB; COMPANY

9/8/74 (Item 24 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03264633 Supplier Number: 44493929 (USE FORMAT 7 FOR FULLTEXT)

#### FISHER TO HEAD AT&T'S CHANNEL GROUP

March 7 , 1994

Word Count: 469

Publisher Name: CMP Publications, Inc.

Company Names: \*AT&T Global Info Solutions

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*4811500 (Specialized Telecommunication Services)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51331 (Wired Telecommunications Carriers )

Special Features: COMPANY

9/8/75 (Item 25 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03212875 Supplier Number: 44405486 (USE FORMAT 7 FOR FULLTEXT)

#### WORK STATIONS

Feb , 1994

Word Count: 2499

Publisher Name: CMP Publications, Inc.

Event Names: \*480 (Use of services); 690 (Goods & services distribution )

Geographic Names: \*1USA (United States )

Product Names: \*3573020 (Small Business Computer Systems); 5081357 (Computers Wholesale)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 42143 (Computer and Computer Peripheral Equipment and Software Wholesalers )

9/8/76 (Item 26 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

03166222 Supplier Number: 44325647 (USE FORMAT 7 FOR FULLTEXT)

#### Wang Laboratories Inc.

Jan , 1994

Word Count: 590

Publisher Name: CMP Publications, Inc.

Company Names: \*Wang Laboratories Inc.  
Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573250 (Computer Display & Output Devices)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334119 (Other Computer Peripheral Equipment Manufacturing )  
Ticker Symbols: WANG  
Special Features: COMPANY

9/8/77 (Item 27 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
03166183 Supplier Number: 44325608 (USE FORMAT 7 FOR FULLTEXT)

FileNet Corp.  
Jan , 1994  
Word Count: 299  
Publisher Name: CMP Publications, Inc.  
Company Names: \*FileNet Corp.  
Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names: \*7372490 (Applications Software NEC)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 51121 (Software Publishers )  
Ticker Symbols: FILE  
Special Features: COMPANY

9/8/78 (Item 28 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
03114446 Supplier Number: 44246253 (USE FORMAT 7 FOR FULLTEXT)

MAY 1993  
Nov 22 , 1993  
Word Count: 2883  
Publisher Name: CMP Publications, Inc.  
Event Names: \*600 (Market information - general )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573000 (Computers & Peripherals)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing )  
Special Features: LOB

9/8/79 (Item 29 from file: 16)

Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
03063381 Supplier Number: 44169817 (USE FORMAT 7 FOR FULLTEXT)

CA counts on VAR expertise  
Oct 18 , 1993  
Word Count: 473  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Computer Associates International Inc.  
Event Names: \*240 (Marketing procedures); 650 (Sales & consumption )  
Geographic Names: \*1USA (United States )  
Product Names: \*7372411 (General Accounting & Financial Software)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 51121 (Software Publishers )  
Ticker Symbols: CA  
Special Features: COMPANY

9/8/80 (Item 30 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
02836028 Supplier Number: 43815135 (USE FORMAT 7 FOR FULLTEXT)

Compaq melds units to stem channel conflict  
May 3 , 1993  
Word Count: 527  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Compaq Computer  
Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573000 (Computers & Peripherals)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing )  
Special Features: LOB; COMPANY

9/8/81 (Item 31 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
02833020 Supplier Number: 43809495 (USE FORMAT 7 FOR FULLTEXT)

SETTING WIRELESS FREE  
May , 1993  
Word Count: 718  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Norand Corp.  
Event Names: \*350 (Product standards, safety, & recalls )

Geographic Names: \*1USA (United States )  
Product Names: \*3661205 (Local Area Networks); 3661250 (Data Communications Systems)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 33421 (Telephone Apparatus Manufacturing )  
Ticker Symbols: NRND  
Special Features: COMPANY

9/8/82 (Item 32 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
02822210 Supplier Number: 43793186 (USE FORMAT 7 FOR FULLTEXT)

Intergraph looks to boost sales through VARs  
April 26 , 1993  
Word Count: 467  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Intergraph Corp.  
Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573036 (CAD/CAM/CIM Computer Systems)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing )  
Ticker Symbols: INGR  
Special Features: COMPANY

9/8/83 (Item 33 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
02767650 Supplier Number: 43710628 (USE FORMAT 7 FOR FULLTEXT)

LOTUS EXPANDS NOTES CHANNEL  
March 15 , 1993  
Word Count: 460  
Publisher Name: CMP Publications, Inc.  
Company Names: \*Lotus Development Corp.  
Event Names: \*240 (Marketing procedures )  
Geographic Names: \*1USA (United States )  
Product Names:  
\*7372000 (Computer Software)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 51121 (Software Publishers )  
Ticker Symbols: LOTS  
Special Features: LOB; COMPANY

9/8/84 (Item 34 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

02469914 Supplier Number: 43257768 (USE FORMAT 7 FOR FULLTEXT)

Compaq preps for direct response: New program to exclude Systempros

August 31 , 1992

Word Count: 769

Publisher Name: CMP Publications, Inc.

Company Names: \*Compaq Computer

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

Special Features: LOB; COMPANY

9/8/85 (Item 35 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

02375690 Supplier Number: 43119549 (USE FORMAT 7 FOR FULLTEXT)

A VIEW FROM A Glass House

July , 1992

Word Count: 3083

Publisher Name: CMP Publications, Inc.

Company Names: \*Computer Associates International Inc.

Event Names: \*220 (Strategy & planning )

Geographic Names: \*1USA (United States )

Product Names: \*7372000 (Computer Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 51121 (Software Publishers )

Ticker Symbols: CA

Special Features: LOB; COMPANY

9/8/86 (Item 36 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

02050704 Supplier Number: 42648455 (USE FORMAT 7 FOR FULLTEXT)

Vendors vie for VARs: Resellers' future in SPARC compatibles looks rosy

Jan 6 , 1992

Word Count: 1058

Publisher Name: CMP Publications, Inc.  
Event Names: \*600 (Market information - general )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573020 (Small Business Computer Systems)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing )

9/8/87 (Item 37 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
01949474 Supplier Number: 42491250 (USE FORMAT 7 FOR FULLTEXT)

Recent IPOs:Centigram Communications  
Nov , 1991  
Word Count: 348  
Publisher Name: Securities Data Publishing, Inc.  
Company Names: \*Centigram Communications Corp.  
Event Names: \*810 (Securities issued, listed )  
Geographic Names: \*1USA (United States )  
Product Names: \*3661000 (Telecommunication Systems)  
Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business )  
NAICS Codes: 3342 (Communications Equipment Manufacturing )  
Ticker Symbols: CGRM  
Special Features: LOB; COMPANY

9/8/88 (Item 38 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
01635273 Supplier Number: 42021141 (USE FORMAT 7 FOR FULLTEXT)

DEC: Parallel CPU Option Open  
April 22 , 1991  
Word Count: 856  
Publisher Name: Cahners Publishing Company  
Company Names: \*Digital Computer Ltd.  
Event Names: \*220 (Strategy & planning )  
Geographic Names: \*1USA (United States )  
Product Names: \*3573111 (Supercomputers)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation); ELEC (Electronics )  
NAICS Codes: 334111 (Electronic Computer Manufacturing )  
Ticker Symbols: DCA  
Special Features: COMPANY

9/8/89 (Item 39 from file: 16)

Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
01615278 Supplier Number: 41992545 (USE FORMAT 7 FOR FULLTEXT)

Microsoft, Compaq sign alliances with Silicon Graphics

April 8 , 1991

Word Count: 710

Publisher Name: CMP Publications, Inc.

Company Names: \*Compaq Computer; Microsoft Corp.; Silicon Graphics Inc.

Event Names: \*160 (Asset sales & divestitures); 150 (Acquisitions & mergers); 380 (Strategic alliances )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals); 7372440 (Graphics Software)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers )

Ticker Symbols: MSFT; SGI

Special Features: LOB; COMPANY

9/8/90 (Item 40 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

01511356 Supplier Number: 41836925 (USE FORMAT 7 FOR FULLTEXT)

HARDWARE REPORT CARD: VAR CHANNEL INDEX: 6.41 (DOWN 4.0 PERCENT) VARs Are Concerned With Overdistribution and Sales Support

Feb , 1991

Word Count: 2066

Publisher Name: CMP Publications, Inc.

Event Names: \*350 (Product standards, safety, & recalls); 740 (Commodity & service prices); 240 (Marketing procedures )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 334111 (Electronic Computer Manufacturing )

Special Features: LOB

9/8/91 (Item 41 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

01467896 Supplier Number: 41773324

Shifting Product Emphasis in Telecom Distribution Channels: INTRODUCTION: DISTRIBUTION ISSUES: Cost Control, Cross-Channel Conflict

Jan , 1991

Publisher Name: Market Intelligence Research Co.

Event Names: \*240 (Marketing procedures )

Geographic Names: \*1USA (United States )  
Product Names: \*3661000 (Telecommunication Systems)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
NAICS Codes: 3342 (Communications Equipment Manufacturing )  
Special Features: LOB

9/8/92 (Item 42 from file: 16)  
Gale Group PROMT(R)  
(c) 2008 Gale/Cengage. All rights reserved.  
01313607 Supplier Number: 41542823 (USE FORMAT 7 FOR FULLTEXT)

VARs to play key role in onslaught of new product

Sept 10 , 1990

Word Count: 427

Publisher Name: CMP Publications, Inc.

Company Names: \*Apple Computer Inc.; Compaq Computer; International Business Machines Corp.

Event Names: \*240 (Marketing procedures); 330 (Product information )

Geographic Names: \*1USA (United States )

Product Names: \*5734000 (Computer Stores); 3573120 (Microcomputers)

Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )

NAICS Codes: 44312 (Computer and Software Stores); 334111 (Electronic Computer Manufacturing )

Ticker Symbols: AAPL; IBM

Special Features: LOB; COMPANY

9/8/93 (Item 1 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

10527551 Supplier Number: 21209152 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Beyond the Numbers -- On Top of the World -- When you analyze the results of the aRC Survey, you find something unexpected: people.(survey methodology)(Editorial)

Oct 12 , 1998

Word Count: 1699 Line Count: 00138

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

File Segment: CD File 275

9/8/94 (Item 2 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

10416417 Supplier Number: 21050447 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Straight-Through Shooter.(Interview)

August , 1998

Word Count: 2608 Line Count: 00202

Industry Codes/Names: BUSN Any type of business; INSR Insurance and Human Resources  
Descriptors: Financial services industry--Analysis; Insurance industry--Analysis  
Named Persons: Craft, Gary--Interviews  
Product/Industry Names: 6300000 (Insurance)  
Product/Industry Names: 6300 INSURANCE CARRIERS  
File Segment: TI File 148

9/8/95 (Item 3 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
10334993 Supplier Number: 20935515 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Editors' Choice -- Clientele.(Platinum Software Clientele)(Software Review)(Editorial)

July 20 , 1998  
Word Count: 819 Line Count: 00070  
Company Names: Platinum Software Corp.--Products  
Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation  
Descriptors: Customer service--Computer programs  
Product/Industry Names: 7372564 (Help Desk Software)  
Product/Industry Names: 7372 Prepackaged software  
Ticker Symbols: PSQL  
Trade Names: Clientele 3.0 (Help desk software)  
File Segment: CD File 275

9/8/96 (Item 4 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
10305388 Supplier Number: 20880522 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Electronic-Commerce Startups Seek New Revenue Streams By Packaging Services -- 'Specialization' Spells Death For E-Salesmen. (Industry Trend or Event)

July 6 , 1998  
Word Count: 502 Line Count: 00046  
Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation; RETL Retailing  
Descriptors: Electronic commerce--Equipment and supplies; Computer software industry-- Management; Computer services industry--Management  
Product/Industry Names: 7372640 (Electronic Commerce Software)  
Product/Industry Names: 7372 Prepackaged software  
File Segment: CD File 275

9/8/97 (Item 5 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
10198215 Supplier Number: 20589531 (USE FORMAT 7 OR 9 FOR FULL TEXT )

HP Printer Creates a Stir On Packard Bell's Web Site.(HP 694C color inkjet printer) (Product Information)

May 11 , 1998

Word Count: 502 Line Count: 00042

Company Names: Hewlett-Packard Co.--Products; Packard Bell NEC Inc.--Marketing

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation; RETL Retailing

Descriptors: Computer printer industry--Marketing; Ink-jet printers--Marketing; Color printers--Marketing

Product/Industry Names: 3573262 (Ink Jet Printers)

Product/Industry Names: 3577 Computer peripheral equipment, not elsewhere classified

Ticker Symbols: HWP

Trade Names: HP DeskJet 694C (Color ink jet printer)--Marketing

File Segment: CD File 275

9/8/98 (Item 6 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

10196287 Supplier Number: 20583875 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Will Netscape Survive? -- VARs like the technology but question Netscape's enterprise strength. (Company Business and Marketing)

May 11 , 1998

Word Count: 1095 Line Count: 00091

Company Names: Netscape Communications Corp.--Planning

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Computer software industry--Planning

Product/Industry Names: 7372000 (Computer Software)

Product/Industry Names: 7372 Prepackaged software

Ticker Symbols: NSCP

File Segment: CD File 275

9/8/99 (Item 7 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

10114573 Supplier Number: 20484454 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Call It Growing Pains -- Oracle To Move 50 Percent Of Business Through Channel. (Company Business and Marketing)

April 13 , 1998

Word Count: 638 Line Count: 00052

Company Names: Oracle Corp.--Marketing

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Computer software industry--Marketing; Value-added resellers--Usage

Product/Industry Names: 7372420 (Database Software); 7372701 (Value-Added Resellers)

Product/Industry Names: 7372 Prepackaged software; 7373 Computer integrated systems design

Ticker Symbols: ORCL  
File Segment: CD File 275

9/8/100 (Item 8 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
09927239 Supplier Number: 20053269 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
June 1997.(The Year in Review) (Industry Trend or Event)

Dec 1 , 1997  
Word Count: 6986 Line Count: 00542

Special Features: photograph; table; illustration  
Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation  
Descriptors: Computer industry--1997; Computer software industry--1997; High technology industry--1997  
Product/Industry Names: 7372000 (Computer Software); 3573000 (Computers & Peripherals)  
Product/Industry Names: 7372 Prepackaged software; 3571 Electronic computers  
File Segment: CD File 275

9/8/101 (Item 9 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
09818367 Supplier Number: 19921886 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
HP's poor partnership and support sabotages OpenView. (network management software)(VARBusiness 12th Annual Report Card) (Product Information)

Oct 15 , 1997  
Word Count: 586 Line Count: 00061

Special Features: photograph; table; graph; other; illustration  
Company Names: Hewlett-Packard Co.--Products  
Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation  
Descriptors: Network management software--Marketing; Computer software industry-- Products; Value-added resellers--Surveys  
Product/Industry Names: 7372611 (Network Management Software); 7372701 (Value-Added Resellers)  
Product/Industry Names: 7372 Prepackaged software; 7373 Computer integrated systems design  
Ticker Symbols: HWP  
Trade Names: HP OpenView (Network management software)--Marketing  
File Segment: CD File 275

9/8/102 (Item 10 from file: 148)  
Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

09818362 Supplier Number: 19921881 (USE FORMAT 7 OR 9 FOR FULL TEXT )

IBM turns focus on the channel and jumps in rating.(VARBusiness 12th Annual Report Card) (Company Business and Marketing)

Oct 15 , 1997

Word Count: 632 Line Count: 00063

Special Features: photograph; table; illustration

Company Names: International Business Machines Corp.--Marketing

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Value-added resellers--Surveys; Computer network equipment industry-- Marketing

Product/Industry Names: 3661000 (Telecommunication Systems); 7372701 (Value-Added Resellers)

Product/Industry Names: 3660 Communications Equipment; 7373 Computer integrated systems design

Ticker Symbols: IBM

File Segment: CD File 275

9/8/103 (Item 11 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

09818357 Supplier Number: 19921876 (USE FORMAT 7 OR 9 FOR FULL TEXT )

3Com, HP tie for first as Bay drops to last.(VARBusiness 12th Annual Report Card) (Industry Trend or Event)

Oct 15 , 1997

Word Count: 1603 Line Count: 00139

Special Features: photograph; table; illustration

Company Names: 3Com Corp.--Marketing; International Business Machines Corp.--Marketing; Hewlett-Packard Co.--Marketing; Bay Networks Inc.--Marketing

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Value-added resellers--Surveys; Computer network equipment industry-- Marketing

Product/Industry Names: 3661205 (Local Area Networks); 7372701 (Value-Added Resellers)

Product/Industry Names: 3661 Telephone and telegraph apparatus; 7373 Computer integrated systems design

Ticker Symbols: COMS; IBM; HWP; BAY; COMS; IBM; HWP; BAY

File Segment: CD File 275

9/8/104 (Item 12 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

09815088 Supplier Number: 19913778 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Electronic retailing proves tricky. (Internet retailers turning to partnerships to save online investments) (Internet/Web/Online Service Information)

Oct 20 , 1997

Word Count: 1026 Line Count: 00081

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation; RETL Retailing

Descriptors: Electronic commerce--Planning

Product/Industry Names: 4811524 (Teleshopping Services); 4811520 (Online Services)

Product/Industry Names: 4822 Telegraph & other communications

File Segment: CD File 275

9/8/105 (Item 13 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

09706773 Supplier Number: 19707745 (USE FORMAT 7 OR 9 FOR FULL TEXT )

VARs run midrange spectrum. (CRN Test Center panel discussion) (Industry Trend or Event)(Panel Discussion)

August 18 , 1997

Word Count: 1171 Line Count: 00091

Special Features: photograph; illustration

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Value-added resellers--Conferences, meetings, seminars, etc.; Minicomputers --Design and construction

Product/Industry Names: 3573114 (Minicomputers); 7372701 (Value-Added Resellers)

Product/Industry Names: 3571 Electronic computers; 7373 Computer integrated systems design

File Segment: CD File 275

9/8/106 (Item 14 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

08979949 Supplier Number: 18709528 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Fast and profitable. (VARs evaluate 3Com, Intel, SMC, HP, Microdyne, IBM Fast Ethernet cards) (Industry Trend or Event)

Sep 15 , 1996

Word Count: 1366 Line Count: 00116

Special Features: illustration; photograph; table; graph

Company Names: 3Com Corp.--Products; International Business Machines Corp.--Products; Intel Corp.--Products; SMC Corp.--Products

Industry Codes/Names: CMPT Computers and Office Automation; BUSN Any type of business

Descriptors: Computer communications equipment industry--Products; Network hubs-- Products

Product/Industry Names: 3661254 (Data Message Switching Eqp)

Product/Industry Names: 3661 Telephone and telegraph apparatus

Ticker Symbols: COMS; IBM; INTC

File Segment: CD File 275

9/8/107 (Item 15 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08732844 Supplier Number: 18360929 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Desktops. (analysis of the desktop PC market)(1996 Market Leaders Supplement) (Industry Trend or Event)

June 3 , 1996  
Word Count: 906 Line Count: 00075

Special Features: illustration; photograph; table  
Company Names: Compaq Computer Corp.--Market share; Apple Computer Inc.--Market share; International Business Machines Corp.--Market share  
Industry Codes/Names: CMPT Computers and Office Automation  
Descriptors: Computer industry--Analysis  
Product/Industry Names: 3573115 (Microcomputers)  
Product/Industry Names: 3571 Electronic computers  
Ticker Symbols: CPQ; AAPL; IBM; CPQ; AAPL; IBM  
File Segment: CD File 275

9/8/108 (Item 16 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08469594 Supplier Number: 17994191 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Rush hour on the Internet highway. (4th qtr 1995 performance reviews of computer industry companies)(part I, which features 40 companies beginning with letters A-M)(CRN Quarterly Snapshot) (Company Financial Information)

Feb 12 , 1996  
Word Count: 9362 Line Count: 00772  
Company Names: Access Graphics Technology Inc.--Finance; Acer Inc.--Finance; Adobe Systems Inc.--Finance; Advanced Micro Devices Inc.--Finance; AmeriData Inc.-- Finance; Apple Computer Inc.--Finance; Artisoft Inc.-- Finance; ASAP Software Express Inc.--Finance; ASCII Group Inc.--Finance; AST Research Inc.--Finance; AT and T Corp.--Finance; Autodesk Inc.--Finance; Banyan Systems Inc.--Finance; Bay Networks Inc.--Finance; Borland International-- Finance; CAD Solutions Inc.--Finance; Cisco Systems Inc.--Finance  
Industry Codes/Names: CMPT Computers and Office Automation  
Product/Industry Names: 3573000 (Computers & Auxiliary Equip); 7372000 (Computer Software)  
Product/Industry Names: 3571 Electronic computers; 7372 Prepackaged software  
Ticker Symbols: ADBE; AMD; AAPL; ASFT; ASTA; T; ACAD; BNYN; MSEL  
File Segment: CD File 275

9/8/109 (Item 17 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08272013 Supplier Number: 17507712 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Promising 'monumental change,' AT&T GIS mends fences with Partners in Profit program. (AT&T Global Information Solutions)(VARBusiness Annual Report Card) (Company Business and Marketing)

Oct 15 , 1995

Word Count: 530

Line Count: 00044

Special Features: illustration; photograph; graph

Company Names: AT and T Global Information Solutions--Marketing

Industry Codes/Names: CMPT Computers and Office Automation

Descriptors: Value-added resellers--Surveys; Computer industry--Marketing

Product/Industry Names: 7372700 (Contract Software & Services)

Product/Industry Names: 7371 Computer programming services

File Segment: CD File 275

9/8/110 (Item 18 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

08272010 Supplier Number: 17507706 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Sun and Motorola outserve a strong field of rivals. (Sun Microsystems Computer and Motorola Computer Group)(VARBusiness Annual Report Card) (Industry Trend or Event)

Oct 15 , 1995

Word Count: 1393 Line Count: 00112

Special Features: illustration; photograph; table

Company Names: Sun Microsystems Computer Corp.--Marketing; Motorola Inc. Commercial Systems Div.--Marketing

Industry Codes/Names: CMPT Computers and Office Automation

Descriptors: Value-added resellers--Surveys; Computer industry--Marketing

Product/Industry Names: 7372700 (Contract Software & Services)

Product/Industry Names: 7371 Computer programming services

File Segment: CD File 275

9/8/111 (Item 19 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

08222055 Supplier Number: 17644807 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Cisco says howdy to channel. (Cisco Systems's resells to reach middle market) (includes related article on VARs' reactions)

Oct 1 , 1995

Word Count: 1865 Line Count: 00145

Special Features: illustration; photograph

Company Names: Cisco Systems Inc.--Distribution  
Industry Codes/Names: CMPT Computers and Office Automation  
Descriptors: Computer communications equipment industry--Distribution  
Product/Industry Names: 3661205 (Local Area Network Equip)  
Product/Industry Names: 3661 Telephone and telegraph apparatus  
Ticker Symbols: CSCO  
File Segment: CD File 275

9/8/112 (Item 20 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08152184 Supplier Number: 17453583 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
The empire strikes back. (revitalized IBM looks to win resellers) (includes related articles on VAR case study, plans for Lotus Notes, 10 strategies to win VARs)

Sep 1 , 1995  
Word Count: 4127 Line Count: 00328

Special Features: illustration; photograph; table  
Company Names: International Business Machines Corp.--Marketing  
Industry Codes/Names: CMPT Computers and Office Automation  
Descriptors: Value-added resellers--Marketing; Computer industry--Marketing  
Product/Industry Names: 3573000 (Computers & Auxiliary Equip)  
Product/Industry Names: 3571 Electronic computers  
File Segment: CD File 275

9/8/113 (Item 21 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
08060287 Supplier Number: 17155367 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
10-Q: channel stocks heat up. (CRN Quarterly Industry Snapshot) (2nd Qtr earnings of 37 companies)

August 7 , 1995  
Word Count: 8716 Line Count: 00716

Special Features: illustration; photograph; graph  
Company Names: Hewlett-Packard Co.--Finance; International Business Machines Corp.-- Finance; InaCom Corp.-Finance; Intel Corp.--Finance  
Industry Codes/Names: CMPT Computers and Office Automation  
Descriptors: Computer industry--Finance  
Ticker Symbols: HWP; IBM; INAC; INTC  
File Segment: CD File 275

9/8/114 (Item 22 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

08035511 Supplier Number: 17345132 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Battle for the midrange. (IBM's AS/400 proprietary system competes against burgeoning Unix-based open system market) (includes related articles on supercomputer applications of Unix servers and four reasons for their popularity)(Cover Story)

June 1 , 1995

Word Count: 4291 Line Count: 00340

Special Features: illustration; photograph; table; graph

Company Names: International Business Machines Corp.--Marketing

Industry Codes/Names: CMPT Computers and Office Automation

Descriptors: Value-added resellers--Marketing; Computer communications equipment industry--Market share

Product/Industry Names: 3573115 Microcomputers

Product/Industry Names: 3571 Electronic computers

Ticker Symbols: IBM

Trade Names: IBM AS/400 Advanced Series (Minicomputer)--Market share

File Segment: CD File 275

9/8/115 (Item 23 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

08009548 Supplier Number: 16739026 (USE FORMAT 7 OR 9 FOR FULL TEXT )

QMS debuts \$4,999 color laser printer, channel program. (QMS Inc's Magicolor LX printer, QMS Reseller Network 2000 channel program)(Product Announcement)

March 27 , 1995

Word Count: 500 Line Count: 00040

Special Features: illustration; table

Company Names: QMS Inc.--Product introduction

Industry Codes/Names: CMPT Computers and Office Automation

Descriptors: Computer printer industry--Product introduction; Laser printers--Product introduction

Product/Industry Names: 3573263 Laser Printers

Product/Industry Names: 3577 Computer peripheral equipment, not elsewhere classified

Ticker Symbols: AQM

Trade Names: QMS Magicolor LX (Color laser printer)--Product introduction

File Segment: CD File 275

9/8/116 (Item 24 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

06488147 Supplier Number: 14038320 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
The branding of the PC business. (brand marketing is relevant again)

Feb 12 , 1993  
Word Count: 1537 Line Count: 00123

Special Features: illustration; graph  
Company Names: AST Research Inc.--Marketing; Compaq Computer Corp.--Marketing; Dell Computer Corp.--Marketing; IBM Personal Computer Co.--Marketing  
Industry Codes/Names: CMPT Computers and Office Automation  
Descriptors: Computer industry--Marketing; Product management--Evaluation  
Product/Industry Names: 3571 Electronic computers; 3577 Computer peripheral equipment, not elsewhere classified  
File Segment: TI File 148

9/8/117 (Item 25 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
06478170 Supplier Number: 13928536 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
How benchmarking goes wrong (and how to do it right). (Case Study) (Cover Story)

Jan-Feb , 1993  
Word Count: 3956 Line Count: 00328

Special Features: illustration; photograph; table  
Industry Codes/Names: BUS Business, General  
Descriptors: Strategic planning--Technique; Benchmarks--Usage; Management--Technique  
File Segment: MC File 75

9/8/118 (Item 26 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2008 Gale/Cengage. All rights reserved.  
04149523 Supplier Number: 07913072 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Will mail-order image stunt Dell Computer's fast growth? (includes related article 'Dell's strategy: stay close to customer') (company profile)

Nov 13 , 1989  
Word Count: 2097 Line Count: 00166

Special Features: illustration; photograph; table  
Company Names: Dell Computer Corp.--Marketing  
Industry Codes/Names: ELEC Electronics  
Descriptors: Microcomputers--Marketing  
Product/Industry Names: 3571 Electronic computers  
Ticker Symbols: DELL

File Segment: CD File 275

9/8/119 (Item 1 from file: 20)

Dialog Global Reporter

(c) 2008 Dialog. All rights reserved.

04134862 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Entering the online market

A conference and exhibition that aims to ease the problems of selling your firm's products online by learning from other people's experiences.

January 27, 1999

Word Count: 239

Descriptors: Trade Fairs & Exhibitions; Marketing; Company News; Science & Technology; General News

Country Names/Codes: United Kingdom (GB )

Regions: Europe; European Union; Western Europe

SIC Codes/Descriptions: 7375 (Information Retrieval Services)

9/8/120 (Item 1 from file: 635)

Business Dateline(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

0499499 94-53597

Bruce Bergman puts Proteon on turnaround path

Publication Date: 940530

Word Count: 6,386

Dateline: Westborough, MA, US

Company Names: Proteon Inc, Westborough, MA, US, DUNS:07-661-1359, SIC:3577, Ticker:PTON

Classification Codes: 8650 (Electrical & electronics industries); 2130 (Executives)

Descriptors: Electronics industry; Computer peripherals; Corporate presidents; Interviews; Turnaround management; New England

Named Persons: Bergman, Bruce

9/8/121 (Item 2 from file: 635)

Business Dateline(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

0087314 89-11011

MODCOMP Announces Value Added Program

Publication Date: 890306

Word Count: 445

Dateline: Ft Lauderdale, FL, US

Company Names: Modular Computer Systems Inc, Ft Lauderdale, FL, US, DUNS:04-988-4828, SIC:7379,  
Classification Codes: 8651 (Computer industry); 7000 (Marketing); 5230 (Computer hardware)  
Descriptors: Computer industry; Resellers; Market strategy; Incentive plans; Sales; Software; South Atlantic  
Named Persons: Marchionni, Carmen; Mueller, Michael

9/8/122 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

02583030 Supplier Number: 03350068 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Find new ways to sell; vendors of microcomputer products are changing their methods and approaches to a maturing marketplace.

July 15 , 1984

Word Count: 2036 Line Count: 00159

Company Names: Lotus Development Corp.--Management

Descriptors: computer industry--Marketing; Microcomputers--Marketing; Software-- Marketing

Named Persons: Crummey, Stephen J.--Management; Readerman, David B.--Attitudes; Kapor, Mitchell--Management

SIC Codes: 3571 Electronic computers; 7371 Computer programming services

File Segment: MI File 47

? t s9/k/104

9/K/104 (Item 12 from file: 148)

Gale Group Trade & Industry DB

(c) 2008 Gale/Cengage. All rights reserved.

Abstract: ...revenue sharing is full of rewards and risks. Higher volume can be accompanied by lower profit margins, particularly in the market of PC products. Since links from vendors sites to the sites...

Abstract:

...well as rewards. While it can lead to higher volumes, it can also mean lower margins, especially in the razor-thin PC products business.  
And not all vendors are willing players...

...to the host site varies by relationship and type of business.  
Amazon.com's high-margin book market, for example, can pay up to 15 percent. The percentage depends on the...

...while revenue-sharing is cost effective for retailers such as Amazon.com that sell high-margin goods, the low volume and tight margins on computer products make it difficult for online retailers to pay a

significant cut to...

...wouldn't strike a deal with Insight, he said, because "they're so worried about channel conflict that they're stymied."

Online retailer Cyberian Outpost, Kent, Conn., has a partnership facilitator who works with vendors to establish...

...placement and use of its banner ads.

Online retailers also can't expect the hefty fees demanded of vendors by print catalogs. Neil Farnsworth, general manager of business development for Microsoft...

19971020

? ts9/k/69

9/K/69 (Item 19 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Promising 'Monumental Change,' AT&T GIS Mends Fences with Partners in Profit Program

Text:

...It validates the work my VAR channel team has done on the new Partners in Profit program," she says.

Partners in Profit, an AT&T GIS Authorized Reseller Program rolled out in June 1995, addresses "every one..."

...bureaucratic," says Williams.

Tims says the company is answering those complaints in the Partners in Profit program, which offers more technical support options, demo equipment, technical and sales certification programs, sales leads, co-op funding and marketing tools.

Direct Dinosaur?

Channel conflict is a thorn in the AT&T GIS VAR's side. "One day they're..."

19951015

? ts9/k/61

9/K/61 (Item 11 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

-  
...different flavor.

Chow:We all get it.

Holzenthaler:Digital has solved a lot of their channel conflict between their direct-sales force and the channel with the metrics of paying their salespeople the same commission regardless of whether it's sold directly or indirectly. I think where Digital is having...

...people's deals. When they become too aggressive in chasing other people's deals, the margins tend to go down.

Chow:I think there's one touchy situation that Larry mentioned...out and shop the next couple of orders to save some of the money on margin.' So that's where you sometimes get hit:[after] you've made the up-front...

...ones where other people will try to get in and steal business at a low margin.

Copyright 1997 CMP Media Inc.

19970818

? ts9/k/54

9/K/54 (Item 4 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

-  
...HP's recent decision to authorize Dell to sell its corporate laser printer product, in direct conflict with that channel.

"If I weren't authorized, I'd have a concern," said a vice president at...

...difficult to meet, particularly, he said, when the products offer only about 7 points of margin. "I guess 7 percent on the plus side looks pretty good to Packard Bell," quipped...

19980511

? ts9/7/57

9/7/57 (Item 7 from file: 16)

Gale Group PROMT(R)

(c) 2008 Gale/Cengage. All rights reserved.

05296755 Supplier Number: 48064479 (THIS IS THE FULLTEXT)

Electronic retailing proves tricky: Allure of Internet sales leads to revenue-sharing ventures, partnerships with hosts

Ricadela, Aaron

Computer Retail Week , p 2

Oct 20 , 1997

Text:

New York-Faced with virtual stores that are virtually empty, some online retailers are turning to affiliate-partner programs with leading vendors to salvage their online investments.

But the revenue-sharing model has risks as well as rewards. While it can lead to higher volumes, it can also mean lower margins, especially in the razor-thin PC products business. And not all vendors are willing players, since links from their sites to retailers' sites can obviate the option of buying from a traditional retail store.

In most cases, the model provides links from a mainstream site, such as Excite or Yahoo, to a retailer such as the Internet Shopping Network or Amazon.com.

The revenue percentage that is kicked back to the host site varies by relationship and type of business. Amazon.com's high-margin book market, for example, can pay up to 15 percent. The percentage depends on the host site's involvement in the sale (making recommendations on the site, for example); and if the book is available directly from the publisher, which generates a lower percentage.

John Scott-Dixon, manager of electronic media at Insight Direct, Tempe, Ariz., said while revenue-sharing is cost effective for retailers such as Amazon.com that sell high-margin goods, the low volume and

tight margins on computer products make it difficult for online retailers to pay a significant cut to vendors who steer traffic toward them. Insight has links with vendors including Intel, Hewlett-Packard, Western Digital and U.S. Robotics.

One online retail executive said vendors like to keep such deals quiet, since they fear their channel partners would "flip out" if they discovered the vendor was steering traffic toward a Web store.

But Scott-Dixon said this situation comes with the territory. "There's no way to keep it quiet. I think they boldly step into it, and the feedback comes," he said.

He does understand the concern, though. "If you're a small mom-and-pop shop, and you've worked with a manufacturer for years, and then try to go up on the Web and there's a link to somebody else's site, you're feeling threatened," Scott-Dixon said.

One printer manufacturer wouldn't strike a deal with Insight, he said, because "they're so worried about channel conflict that they're stymied."

Online retailer Cyberian Outpost, Kent, Conn., has a partnership facilitator who works with vendors to establish links to Cyberian Outpost's store, according to Robert Rathbun, vice president, marketing and business development.

"We aggressively look to get links off manufacturers' and publishers' sites," he said.

But when a consumer cruises to Umax's site and clicks on the scanner section, for example, up pops a window with Cyberian Outpost's logo and the enticement: "Owning a Umax scanner is only a few clicks away." That deal has been in place for a few weeks, said Rathbun, and "sales of Umax scanners have gone through the roof" at Cyberian Outpost. The online retailer has more than 60 partners, said Rathbun, though Umax holds the only pop-up link.

Cyberian Outpost also has a revenue-sharing agreement with the online game-playing service Mplayer. When a user enters a game page on Mplayer, the site detects whether the game is installed on his hard drive. If not, a dialog box prompts him to buy, driving the sale to Cyberian Outpost. Mplayer vice president and general manager Kristen Asleson wouldn't disclose the percentage of revenue Outpost pays Mplayer, but said it's higher than the 12.5 percent figure cited by another online retailer.

Advertising adds difficulty to the equation. Online retailers can't afford to sell the banner ads that content sites do, said Toby Lenk, chief executive officer of eToys, a Santa Monica, Calif.-based online retailer of toys, books and edutainment software. Since content sites operate much like a media company does—with ad rates that are based on the number of viewers the site attracts—driving traffic is enough, he said.

Though it may cost a retailer 80 cents to attract a site visitor—a realistic amount, according to Lenk—eToys needs to calculate its actual cost per sale. If 1 percent "click through" to eToys and decide to buy, the company's cost of making a sale escalates to \$80, he said.

eToys' marketing vice president, Phil Polishook, said AT&T WorldNet features eToys in its mall, and he expects between 10 and 15 such deals by year-end. While Polishook declined to disclose how much eToys pays AT&T WorldNet for each sale driven to eToys' site, Lenk said the amount for toy and book retailing ranges from 5 percent to 12.5 percent.

Relationships can be as simple as an ad banner. Click-through conversion rates for ISN and its sister site, First Auction, range from 1 percent to 5 percent. But that rate might not work for traditional business models, said an ISN spokesman.

Online retailers advertising on other sites, though, aren't just looking for eyeballs, according to a report from Forrester Research, Cambridge, Mass. They also want to attract better demographics and have flexibility in banner placement. One online retailer said it canceled its business with a publisher out of "frustration" with a host site that had "no creativity or imagination" when it came to placement and use of its banner ads.

Online retailers also can't expect the hefty fees demanded of vendors by print catalogs. Neil Farnsworth, general manager of business development for Microsoft's end-user customer unit, said he will only compensate retail sites for the cost of posting pages.

Online retailers buy software from Microsoft at the same prices as catalog companies, Farnsworth said. But electronic SKUs, which Creative Computers offers, afford the retailer a 10 percent discount on products with expected retail prices less than \$100. Microsoft offers a \$10 discount on more expensive electronic SKUs.

Copyright 1997 CMP Media Inc.

COPYRIGHT 1997 CMP Publications, Inc.

COPYRIGHT 1999 Gale Group

? ts9/7/37

9/7/37 (Item 2 from file: 275)

Gale Group Computer DB(TM)  
(c) 2008 Gale/Cengage. All rights reserved.  
02251929 Supplier Number: 53387028 (This Is The FULL TEXT )  
SIX WAYS TO MINIMIZE ONLINE CHANNEL CONFLICT.( Internet/Web/Online Service Information)

Soft-Letter , 15 , 2 , NA(1)  
Nov 25 , 1998

Text:

Why don't more people buy software online? A new survey from Jupiter Communications reveals the obvious answer: Web prices are too high. More than 77% of Jupiter's "browsers" (people who visit commerce sites but don't buy anything) said that they'd probably switch from tire-kicking to

serious buying if they found better prices online.

That's bad news for publishers who've tried to walk a fine line between keeping resellers happy and growing their own Web store sales. Whenever publishers offer discount pricing, resellers complain noisily; whenever publishers bump prices up, more customers feel ripped off.

In theory, most of the Jupiter "browsers" will simply go elsewhere in search of the same product at a more competitive price. But encouraging customers to keep shopping is always risky: A high percentage will end up buying rival products, and others will simply lose interest.

Clearly, there's no easy solution to the channel conflict problem--and in fact, pricing is almost certain to become a more troublesome issue as customers become more sophisticated. But we've found a few tactics that help minimize the conflict:

- \* Create a buyer's club: Several consumer software publishers have created discount "membership" clubs that resellers don't seem to mind. The Learning Company's Advantage Members get a "perpetual 5% discount" on online purchases just by filling out a registration form; Cendant, which charges a \$70 annual fee for membership in its Netmarket club, offers Web prices that are roughly a third off prevailing retail. In addition, membership clubs often include regular e-mail discount offers and promotions that non-members (and resellers) never see.

- \* Showcase titles that resellers don't carry: Typically, at least half of a publisher's active SKUs--including earlier versions, add-ons, and special configurations--aren't currently available on retail shelves. Aggressive discounts on these lower-volume titles can make a publisher's Web store look like an overall price leader, even when prices on a few retail best-sellers are relatively high.

- \* Offer "strategic" discounts: Resellers also don't seem to mind short-term price promotions on the Web, which may also attract frequent shoppers looking for the latest special deal. One example: Broderbund's Web store offers a \$10 discount on any purchase over \$29 between Nov. 25 and Dec. 4.

- \* Add a premium: A classic alternative to discounting is to add value to a higher-priced product. Bundled software, template collections, publications, training tapes, data disks, discount coupons, even frequent flyer points--are all possible ways to offset the pain of high prices. (One caution: If buyers don't feel a premium has intrinsic value, the offer can actually hurt sales by making the buying decision more complicated.)

- \* Eliminate "suggested retail price": Since almost no one sells software at SRP anyway, many publishers now quote an "estimated retail price" (ERP) when they sell direct. Typically, publishers who use ERP for Web pricing try to match the highest prevailing price in the channel, which gives most resellers a small price advantage and still lets the publisher sell at a market price.

- \* Offer direct links to online resellers: If all else fails, the publisher's Web store should send customers to an online reseller who offers better pricing. Ideally, links should take the buyer to a product-specific page, not to a generic category section or reseller home page. And it's important to monitor online resellers constantly: Broken

links, stockouts, pricing errors, and other mistakes are just as common on the Web as in brick-and-mortar outlets.

COPYRIGHT 1998 Soft-letter

? ts9/7/36

9/7/36 (Item 1 from file: 275)

Gale Group Computer DB(TM)

(c) 2008 Gale/Cengage. All rights reserved.

02254197 Supplier Number: 53428163 (This Is The FULL TEXT )

CHANNEL, PRICING CONFLICT CONTINUE TO HARRY EMC.

Computergram International , NA

Dec 17 , 1998

Text:

By William Fellows The knives seem to be out for EMC Corp at the moment. Wall Street is rife with speculation that EMC's direct sales activity is causing channel conflict which, together with the realignment of vendors' own storage strategies as a result of this, and other market forces, is impacting its OEM relationships. Now Merrill Lynch & Co's hardware watchers believe NCR Corp is de-emphasizing its relationship with EMC for datawarehousing and "will substitute Symbios storage systems where appropriate." NCR said that: "While there was concern over the direction of EMC's channel relationships, the situation was fixable." It told ComputerWire there was "no change in the terms of its relationship with NCR," but observed that with estimated sales to NCR of just \$30m-40m in 1998 - or less than 1% of its revenue - NCR is a third tier OEM for it. EMC also noted that Symbios started in 1972 as a division of NCR, then became the microelectronics division of AT&T Corp before Hyundai took control in 1995, and ended up at LSI Logic at the end of last summer (CI No 3,470). NCR did not return calls. The brokerage observes NCR has not been selling much of EMC's storage software, but selling its own Teradata software instead. Meantime Meta Group says that in large deals there is a 10% to 25% margin between EMC mainframe (5000 series) and midrange (open systems 3000 series) storage; a 50%-plus premium to the industry. "IT organizations must stringently negotiate when acquiring storage through EMC channels (such as Hewlett-Packard) by introducing competition (such as Hitachi, MTI)." Meta advises that due to EMC reseller agreements with HP on Symmetrix 3000 storage, clients evaluating Symmetrix 5000 series and solutions with multiple- server connections - such as to

AIX, Solaris and NT - should purchase systems directly from EMC. "Users should not accept distinctions between mainframe and midrange EMC storage, and should focus on software and maintenance discounts," it advises.

COPYRIGHT 1998 ComputerWire Inc.

? ts9/k/10

9/K/10 (Item 10 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

Text:

Headnote:

Resellers can cash in on latest channel conduit

ELECTRONIC SOFTWARE distribution is proving profitable for software giants such as Microsoft Corp., Autodesk Inc. and Symantec Corp. and clearinghouses such...

...electronic bundling, secured financial transactions and cyberstore creation.

While ESD typically raises the specter of direct sales and channel conflict, Dubrall is bullish on the channel's role-if resellers educate themselves. "VARs must evolve..."

? ts9/k/1

9/K/1 (Item 1 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

Text:

...to-customer fulfillment mechanism. This positions traditional mail-order and telephone-order (MOTO) merchants to profit from Net marketing due to their familiarity with "remote" customers and their existing direct-to...

...RPS and other package delivery services.

Because direct channels may be manufacturer-direct or intermediary-direct, the potential for channel conflict will be magnified. If customers can buy the same Carnival cruise either directly from Carnival...

? ts9/7/1

9/7/1 (Item 1 from file: 15)

ABI/Inform(R)

(c) 2008 ProQuest Info&Learning. All rights reserved.

02370728 117541659

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Get linked or get lost: marketing strategy for the Internet

#### Abstract:

This paper details marketing strategy recommendations for online commerce based on the general popularity of the Internet, the unique nature of doing business there, and how its attributes may be utilized for a successful marketing presence.

#### Text:

Alicia Aldridge: Associate Professor in the Department of Marketing, Walker College of Business, Appalachian State University, Boone, North Carolina, USA

Karen Forcht: Professor in the Department of Information and Decision Sciences, College of Business, James Madison University, Harrisonburg, Virginia, USA

Joan Pierson: Professor in the Department of Information and Decision Sciences, College of Business, James Madison University, Harrisonburg, Virginia, USA

#### Introduction

The worldwide network of computers, called "Internet", provides opportunities for a company to do business in cyberspace. Organizations find it more and more important to represent themselves on the Internet to get more customers, to increase the public's awareness of the companies and their products, and to sell more of their products. However, corporate leaders are finding it difficult to keep up with fast-moving markets and the customer conditions that are the hallmark of the Internet. There are

numerous and widely varying predictions of the potential of doing business via the Internet, including the increasing numbers of people with Internet access, of corporate Web sites, of Web spending by advertisers, and of total online shopping. Yet, confusion abounds concerning exactly what is happening, how much potential there really is, and what businesses should be doing to take advantage of it. The very nature of commerce on the Net can be baffling, even to the experienced marketer. Both businesses and consumers perceive many obstacles to successful online commerce. In order to successfully cultivate online market share, companies are compelled to design marketing strategies specifically for the information highway.

#### Popularity of the Internet

From its comparatively humble beginnings in the 1960s as a means for protecting US mainframe computer systems in the Cold War, to a 1970s link for scientists and academics to share data and research, the Internet has

blossomed in the 1990s into the information age's curious marriage of the personal computer and citizens' band radio (Hof and Verity, 1994), instantaneously linking a user with the whole electronic world and providing the means to interact with that world. This explosive growth of the Internet, including commercial networks and services, has been accompanied by an astounding increase in the population of Internet users. The huge potential of customers and consumers has businesses scrambling to get on to the Web, with its low cost and broad reach. Millions of people worldwide can utilize the Web's affordable and easy access to view product, service and information offerings from an unknown number of potential entrepreneurs.

Estimates say that the business side of the Internet is small today, but with untold billions in potential sales looming ahead. The prospect of millions of bright, well-educated, upwardly mobile people searching for some new outlet in which to spend their money has been too attractive for many businesses to ignore, in spite of slow initial momentum. For example, according to one estimate, while 4 per cent of the population had access to the Internet in 1995 (Henry, 1996), that number had increased to 19 per cent by 1996, approaching a fivefold increase in one year (Rigdon, 1996). In 1995 almost 6 million computers were hooked up to the Web (Sussman and Pollack 1995). In terms of dollars, revenue from Net transactions totaled \$20 million in 1994 (Rosner, 1995), with future estimates ranging as high as \$5 trillion by 2000 (Johnson, 1995). Estimates of such explosive growth have either lured businesses into planning for Internet marketing or scared them to death because they are not prepared for it: "[Online commerce] has often been oversold, has frequently disappointed, has generated its own kinds of confusion, and managers have a skepticism about it" (Mezger, 1996).

Many businesses have been scrambling to take advantage of the waiting windfall. By November 1995 there were 100,000 Web sites, with the number doubling every 2.5 months (Sussman and Pollack, 1995). According to this estimate, there would have been 3.2 million Web sites as of January 1997, certainly more places to visit on a Saturday night than the local mall has

to offer. Web spending by advertisers jumped from \$37 million in 1995 (Sussman and Pollack, 1995) to \$157 million in the first nine months of 1996, growing nation-wide by an estimated \$22 million every three months ("Internet Advertising Skyrockets," 1996), even though still just a rounding error when compared to overall advertising spending of \$345 billion (Grove, 1996). Online revenues for merchants have grown from \$20 million in 1994 (Rosner, 1995) to \$520 million in the first ten months of 1996, with predicted revenues totaling \$6.5 billion by 2000 (Schmidt, 1996). All of this activity, growth, large numbers of consumers , expanding reach and revenues have attracted a great deal of attention from marketers worldwide.

Confusion and disillusionment...already?

However, by 1996 some disillusionment already had set in. "I have yet to see any marketer with anything but red ink in Internet ventures" (Schultz, 1996). Twenty percent of all corporate Web users may drop their sites this year because of dashed expectations (Henry, 1996). The problem seems to be that, while there is little question that the Net and the Web are important for communications and are likely to be important for marketing, no one seems to know exactly how important, when their importance will manifest itself, and how to take advantage of it commercially. The rush to promulgate the Net's potential has resulted in widely conflicting predictions and widely varying results, often confusing and discouraging those with commercial plans.

For example, one source reported that in 1993 Americans spent \$200 million online (Amirrezvani, 1995), while another said that the first real online transaction didn't even take place until 1994 (Higgins, 1994). Revenue from Net transactions was a reported \$20 million in 1994 (Rosner, 1995), while in that same year Web sites supposedly generated \$118 million in sales (Kniseley, 1995). Predictions for future growth have varied also; sources speculated that revenue from Net transactions by the year 2000 would be anywhere from \$1 billion (Rosner, 1995) to \$45 billion (Sussman and Pollack, 1995) to \$ 5 trillion (Johnson, 1995). The Internet's potential audience was another point of disagreement. "People using the Net" totaled 13.4 million in 1996 (Rigdon, 1996), while "people with access to the Net at some time during the day" was 75 million, and the number of "actual users" was 50 million (Stores, 1996). With such a moving target and inconsistent predictions, the Internet's realities remain a mystery, making creativity and strategizing difficult.

In addition to confusion about the size of the Net and the Web's audiences and business potential, hesitation and perplexity have been evident over how to implement business in this new medium. For example, exactly who is the audience? While most agree that the "typical" Net user is a white upscale male baby boomer, estimates of women users range from a low of 25 percent (Stores, 1996) to a high of 49 percent (USA Today, 1996), estimates of black users range from 2 percent (Stores, 1996) to 15 percent (USA Today, 1996) and median age ranges from 30 years (Stores, 1996) to 36 years (USA Today, 1996).

Another question: how much does it cost to do business on the Net? The

apparent expense of cultivating online buyers has been discouraging. In 1995, when 2.5 million people bought something via the Net (Sussman and Pollack, 1995), totaling \$118 million (Kniseley, 1995), Web spending by advertisers totaled \$37 million. This puts the average cost of advertising per buyer at \$15.00, and the cost per 1,000 people buying at \$15,000, all for per capita sales of around \$50.00. Cost per 1,000 viewers for Web advertisements typically run significantly higher than for traditional media (Zieglar, 1996). In summary, it seems evident that strategies for electronic commerce should be tailor-made, but data inconsistencies and apparently large expenses cast doubt on its viability altogether. Therefore, successful Web commerce depends, first, on understanding the nature of this "new beast."

#### Nature of business on the Net

Although the commercial market of the Internet might be small today, it is likely to grow tremendously in the future. Millions of people all over the world can view the contents of the worldwide Internet. It has become affordable and easy to get access to the Internet and most potential customers like to see companies represent themselves there. Customers can search the products of a company and can ask questions directly without having the inconvenience of leaving home. However, a business's traditional strategies are not likely to be appropriate, and thus directly transferable, to electronic commerce. As businesses scramble to jump on the train before it leaves the station, they may ignore the new rules that apply and make costly mistakes:"

Businesses need to live with the Internet or risk being overwhelmed by it...Some companies are laying the groundwork for entirely new ways of doing business. It is undeniably the new competition (Hof and Verity, 1994)."

The new breed of Internet commercer is fragmenting time-honored business methods. Successful Internet marketers will need to recognize the Net's peculiarities and embrace them with strategies custom-made for this new medium.

The nature of Internet commerce is likely to take shape around several key factors, including:

- The consumer market is different.
- Net users want control.
- Marketer accessibility is key.
- Communication is direct.
- Authenticity is a must.
- Competition is open.
- Security is a concern.

## The consumer market is different

While few scientific attempts have been reported to identify the audience on the Internet, recently published studies often seem to contradict one another because of differing methods and measures; however, a consensus on the Internet's reach and a sketchy profile of the "typical" user have emerged (USA Today, 1996). One widely accepted estimate is that 17 per cent of the US population is online, translating into 35 million, mostly casual, users. Even though the Net has long been considered a white male bastion, the latest figures indicate that approximately 32 percent of users are women and 15 percent are black, although actual estimates range widely. It appears that almost half of all Net users are 30-49 years of age, but again median user age estimates vary considerably. Therefore, while cyberspace is becoming more diverse, the dominant force online remains the white male upscale baby boomer. This translates into sophisticated, well-educated, adventuresome consumers with money to spend. They may not be on the Net to

shop, but they spend more time online than do others and are more likely to shop there, as familiarity increases their comfort level.

## Net users want control

These explorers want control over the who, what, where and how of information exchange. Net users initiate their own contacts, control information flow, and seek out marketers and products rather than vice versa. Because of their experience online, they have "been there, done that," challenging marketers' creativity and ingenuity in gaining and holding their attention. They want messages custom-made for their own individual needs, focusing specifically on the benefits they seek.

## Marketer accessibility is key

Oh, what a tangled web of sites to explore, with no ready roadmaps. Consumers complain of difficulties navigating through the convoluted, largely unmarked, highways of the Internet. Yet, since consumers initiate contacts with Web marketers, their navigational skills must provide the key link to marketers' messages. With Internauts' desire for control, they can

tailor-make their own messages only if they can access marketers' Web sites, either by direct address or "click-through" from another site. Therefore, Web businesses have to make their presence known and easy to find.

## Communication is direct

Once consumers find a site, communication with them is direct. Questions can be asked and immediately answered. Feedback can be garnered; demand can be created and fulfilled. The Internet offers the ultimate in relationship marketing, since companies can develop consumer lists from Web-site visits,

communicate regularly with consumers either through Web-site updates or individually targeted E-mail messages, and empower product/company fans with competitive analyses, sales techniques or case histories. A real sense of community can be built around products, just as it has been around other newsgroup issues (Kawasaki, 1996).

#### Authenticity is a must

Since consumers cannot see or touch actual products and thus evaluate quality and benefits first-hand, brand and merchant authenticity are significant as means to verify product value and price appropriateness. Consumers will look for well-known branded products and respected merchants to assuage their fears of deception. And, while consumers are accustomed to purchasing via mail-order and phone-order, glossy, full-color, highly detailed catalogs and product brochures are supplanted online by poor quality monitor representations of products, adding to those fears. Widely known merchants will do well to cultivate their reputation for quality and reliability, while newcomers rely on warranties, guarantees and liberal, convenient return policies.

#### Competition is open

Strategies, including prices, are out there for all to see. No longer is it necessary to clandestinely visit a competitor's store to check prices or search the media for their latest campaign slogans; simply visit their Web site to investigate their new products, prices, and promotional campaigns. It is even possible to flood their site with misleading "consumer" information to throw them off track. Open strategy information may lead to price wars, and it will certainly emphasize, and complicate, competitors' abilities to differentiate themselves.

#### Security is a lingering concern

A unique aspect of Net commerce, unlike traditional advertising, is that it not only stimulates demand through product information, persuasive messages and reminders, but it also fulfills demand by providing means to actually purchase products. While good in the sense that consumers can act immediately on their desires, it necessitates fulfillment mechanisms for shipping and handling, and security measures to protect consumers' privacy. Security continues to be one of the most significant obstacles to online commerce, as consumers and businesses alike worry about privacy:"

The Internet is still not regarded as secure enough to conduct corporate business (Lohr, 1995).

The Internet has great potential for marketing and great potential for abuse (McGeehan, 1996, p. 1A)."

Even though security on the Net is now more a psychological than a financial or technological issue (Weber, 1996), nervous computer users must be reassured that their privacy is protected. Aware of this, marketers are implementing protection measures, such as encryption, firewalls, passwords

and coding mechanisms, as well as publicizing their own written security policies.

As with any new venture, commerce on the Internet poses many obstacles, all of which can be transformed into opportunities with carefully planned and executed strategies. Effective Internet marketing strategies are built around identifying target audience needs, and responding to those needs with product and service offerings which are priced appropriately, made conveniently available to customers, and whose need-fulfilling capabilities are clearly communicated.

#### Marketing strategy for the Internet"

There's not a business in the world that shouldn't feel threatened by the Internet, but companies willing to become engaged should find big opportunities (Egan and Pollack, 1995, p. 82)."

Becoming engaged with the Internet, for marketers, means understanding the unique nature of the Internet market and using that understanding to execute dynamic strategies.

#### Targeting

Using traditional segmentation with an Internet audience may be not only fruitless but also unnecessary. While the demographics and psychographics of Internet users and purchasers are not fully known at this time, some things are definite: they initiate contact, they control information flow, they control message content. Trying to formulate a memorable promotional message suitable for a large demographic group, such as males aged 30-45 with incomes of \$25,000-50,000, married with two children, is not an appropriate Internet approach. Because of the interactivity of the medium, consumers choose the messages they want, and by selecting from finely tuned options, they segment themselves based on their desired product benefits. This puts the onus on marketers to know the benefits consumers seek from their particular product offerings and so customize messages around them. The key to Internet segmentation is benefits.

For example, when a consumer accesses the Web site of an automobile manufacturer, she is asked her purchase price range and is then offered several models within that range. For each model, she is given a choice of colors, options, performance specifications and safety features. As she experiments with her different choices, indicating her preferences in each information category, she is self-selecting an ad message designed for her. If she indicates a preference for high performance, she is shown the high performance models, and sees and hears messages about performance. This is a highly differentiated segmentation strategy, but differentiated on the basis of how the consumer differentiates herself rather than on how the marketer labels her. Criteria for effective segmentation are different for Internet segments also (see Table I).

Online users are a different audience, initiating contact with marketers as they explore the vast reaches of the Internet. How are they reached? They come to you. A different decision process is at work, as consumers take a

more active role, using the Net and Web to actively search for information, evaluate alternatives, and even purchase and relay feedback. As a result of these differences, marketers' Web sites must be easy to find. Accessibility is crucial if marketer-originated product information is used in consumers' decisions. Successful online marketers make themselves reachable by developing original and intriguing Web sites and widely publicizing their Net address in ads and on product packages. Accessibility can also be enhanced by utilizing "click-throughs" from linkages with other companies' Web sites.

#### Product strategy

The Internet has already indicated its potential in generating brand recognition, developing brand image and building brand equity. Interactive, highly graphic Web sites attract attention and interest for products. Actual purchasing, however, has proven so far to be a different story, since only 7 percent of Internet users have actually purchased something via the Net (Stores, 1996). Part of this hesitancy can be attributed to the paucity of products available online; many desired items simply are not there yet. However, this fact does not hide consumers' genuine hesitancy to engage in commerce for an unseen product with an unknown seller in an unpoliced "store" under the unforgiving eyes of countless strangers who just might be stealing credit card numbers. As a result, products most likely to sell well over the Net, at least at this stage of its development, have definite characteristics (see Table II).

For example, products already enjoying consumer awareness fare well over the Net owing to familiarity; e.g. well-recognized brands that consumers may have purchased previously or about which consumers already have

information, such as IBM computers, AT&T phone services, and People magazine. In addition, consumer hesitancy is often assuaged by products or services with definite specifications. Computer shoppers generally understand "32 MB of RAM" or a "3 gigabyte hard drive" regardless of the computer brand. Many air travelers feel comfortable purchasing tickets from New York, say, to Orlando, as long as they know the price.

But even if consumers are unfamiliar with specific products or individual brands, buying from recognized vendors, whether manufacturers or retailers, provides increased confidence in purchasing via the Internet. JCPenney's ubiquitous presence and reputation extend to cyberspace, whether purchasing a suit, sofa or stereo. Likewise, household names like L.L. Bean, Procter & Gamble, Land's End and Wal-Mart are comforting to jittery cybernaut purchasers. Other products likely to fare well are commodity products, such as a Vince Gill CD, or a copy of WordPerfect 6.1; also promising are products requiring little or no customer service, such as a dozen roses or an article about dinosaurs; those with low shipping and handling charges, and products traditionally sold via mail or phone. Heavily discounted products also can effectively overcome consumer hesitancy.

Product strategy should center on authenticity - of both the product and

the vendor. Well-recognized brands and vendors will have an edge over newcomers or other unfamiliar names. Guarantees and liberal return policies should be prominently displayed, thoroughly explained and vigorously supported. Additional product literature in hard copy should be offered at Web sites for consumers concerned about their inability to see or touch products.

Initially, manufacturers may appear to have the advantage over retailers as they move into direct channels with consumers. Manufacturers' brands often enjoy strong brand equity due to heavy promotional support and years of

brand building, particularly appealing to risk-averse consumers. Manufacturers also have an advantage over retailers in new product development expertise, and will likely use that expertise to avoid direct competition by developing products specifically for the Net. For price-sensitive consumers, bypassing retailers and buying "factory-direct" offers the additional lure of lower prices.

However, consumers view the Internet less as an avenue for discount pricing and more as a tool for convenience (Stores, 1996). Varied merchandise assortments have always been the purview of retailers, and retailers will maintain this advantage on the Internet. Buying direct will likely mean buying from a limited assortment and thus require a willingness to forgo convenience for price. If consumers are unwilling to undergo this change in buying habit, retailers will still have an assortment/convenience advantage. In response, coalitions of noncompeting manufacturers will form to offer more extensive product assortments. In deference to the quality pledge symbolized by brands, family brands and megabrand will grow in importance, whether owned by producers or retailers. In addition, private branding is likely to see an increase on the Net as consumers voice their confidence in known retailers with whom they are accustomed to dealing. Many of these retailers have a store presence nearby for problemsolving or returns handling. Retailers' assurance of quality and backing of their own brands are imperative as manufacturers move into direct channels with their consumers.

#### Pricing strategy

While Web commerce is on training wheels, price is not likely to be a paramount issue to buyers because so few competitors offer their products online. In addition, in the most comprehensive study to date of Internet shopping, frequent Web users list several convenient benefits of online shopping before mentioning lower prices. Web shopping's 24-hour availability, handy PC-based access, and travel cost and time savings rated well above lower prices as prime Internet shopping benefits (Store, 1996). However, as more businesses come online, price rivalry will heat up, particularly between parity products. When that occurs, marketers will be wise to take a dual approach to product strategy and pricing.

The wisest long-term strategy for management is to rely on the firm's consumer focus and offer products with unique benefits, particularly since

online shoppers will be differentiated by benefits anyway. Building competitive advantage through unique benefits will make direct price comparisons difficult, focussing buyers on nonprice elements. For example, L.L. Bean and Calvin Klein offer unique products through their long-standing reputations. A well-recognized brand with a distinctive image is not subject to the same intense price competition that faces one that is unknown. And even though Calvin Klein or Jessica McClintock or Estee Lauder products are sold by many retailers, by offering product lines and brands available only through their Web sites, these national brand manufacturers will be insulating themselves from direct price competition as well as from possible conflict with channel members. Also, bundling benefits can achieve uniqueness; for example, offering a no-questions return policy along with a pre-arranged pickup service or pre-paid return postage.

For more conventional products, price will be important online just as it is in traditional marketing, perhaps more so since everyone's prices are so readily ascertainable. Online pricing strategy cannot be made without considering competitors. The best pricing strategy can be upset by competitors' price changes, thereby increasing consumers' price sensitivity. As consumers perceive increasing similarity between competing stores, brands or sellers, price competition increases. Likewise, sellers may sometimes be forced to match competitors' prices. A seller that lowers

its price in order to gain market share may not benefit if, as they are likely to do online, competitors quickly follow suit with potentially devastating effects on profitability.

An effective low price strategy must be based on cost advantage and high volume to be sustained. Recognizing their disadvantage, competitors are less likely to start a price war. Standardized, price-competitive products will be offered online as a convenience to customers, while long-term strategy will be built around the introduction of unique products for online shoppers.

#### Distribution strategy

Direct marketing is the name of the game on the Internet, offering both consumers and merchants greater control and lower potential costs of access due to the conveniences of the Net. One big difference between traditional and Internet marketing strategy is the necessity of a direct-to-customer fulfillment mechanism. This positions traditional mail-order and telephone-order (MOTO) merchants to profit from Net marketing due to their familiarity with "remote" customers and their existing direct-to-customer channels. New competitors in fulfillment are likely to appear, competing with USPS, UPS, RPS and other package delivery services.

Because direct channels may be manufacturer-direct or intermediary-direct, the potential for channel conflict will be magnified. If customers can buy the same Carnival cruise either directly from Carnival online or from an online travel agency, price cutting, and

thus conflict, are the likely results. A unique product, benefit, or service will assuage channel conflict and price competition. Addressing this situation, manufacturers will increasingly offer one product line through their traditional intermediaries and another differentiated line when selling direct. For example, direct online purchasing of airline tickets often carries special benefits not available from travel agents, such as extra frequent-flyer miles. In response, retailers will concentrate on their own unique brands and services. The purchase of an airline ticket from an online travel agency may also include hotel reservations and coupons for local entertainment.

Electronic commerce will force other distribution changes. Traditional site location and atmospherics give way to the importance of the Web site as the consumer destination. Fierce competition forces companies to develop outstanding Web pages, since a company must be first in the industry, first with new technologies, or first with a unique service. Web sites should be informative, entertaining, challenging, and unique. They should be interactive, involving, and easy to navigate. Many opportunities exist to custom-make Web sites for individual consumers, effectively implementing a benefits approach.

Selling formats unique to the Net will develop in response to customer needs. These cybermerchants will respond to Internet shoppers' focus on convenience. For example, CyberMall is a selling site where merchants can gather to collectively offer greater accessibility and convenience to customers. Coalitions of noncompeting manufacturers will have joint Web sites to offer greater assortment. Alternatively, new types of wholesaler, similar to retail cooperatives like IGA, will develop to provide small businesses with the means to have an Internet presence. These alliances will offer technology, graphics, creative, and fulfillment services.

#### Promotional strategy

The key to promotional strategy on the Internet is a firm's Web site, the place consumers visit to learn about the company and its products, to judge the firm's creativity, to give feedback about themselves, and, of course, to purchase products. Actual Web page content will depend on the firm's goals for the site and will be based on the nature of the organization behind it. Some sites focus entirely on demand creation with an emphasis on information, entertainment and novelty, while many large businesses, having vastly different goals and resources, design their sites for both demand creation and fulfillment where consumers can actually buy. In either case, a commitment should be made to dedicate the resources necessary to make it exceptional, using the latest technology affordable.

Web site development should be founded on marketing research and consumer preferences, building into the design the information most desired by consumers. An FAQ (frequently-asked questions) section might be based on a firm's current customer service toll-free line. High-level marketing officers should be involved in site creation so that it introduces a strong marketing message reflecting the company's marketing vision. Unique Web sites enjoy higher traffic, greater word-of-mouth promotion, and more

publicity in other media, such as USA Today's weekly column "New and Notable on the Web." The firm's advertising message of "buy our product" is joined by "visit our Web site." It is a place to segment markets, customize offerings, build customer relationships and affinity groups, collect information, construct databases, and even test new strategies. Web sites are the foundations of Internet marketing strategies and should be developed with care.

Site characteristics should reflect the different type of sales atmosphere on the Web. In addition to being unique and entertaining, sites should be easy to find, have excellent text and graphics clarity, be comfortable to navigate, have up-to-date and frequently changed information, and should be interactive. Interactivity can make a brand responsive to its customer base by capitalizing on the advantage of immediacy. Customer complaints, questions, and comments should trigger immediate replies. Above all, the site's job is to deliver content because that is what consumers on the Web are saying they want (Piquet, 1996). Information on products, technology, careers, distributors, press releases, company events, ordering information, and "what's new" sections should all be orchestrated into an "online experience" for visitors presented under a strong corporate

image/personality. Sites can raise their "hit rates" by also including original content and entertainment. For example, a site could include its own magazine containing frequently updated articles relevant to the lifestyles of target customers and how the company's products fit into those lifestyles. This is in contrast to straight product information which is perceived by consumers, and justifiably so, as "mere" advertising. For sites geared for live commerce, clear and dramatic merchandise images and user-friendly order forms should be considered also. In the end, while the tendency is to pack Web pages with lots of images and information, they should ultimately be clear, warm, attractive, and professional.

#### Summary and outlook

Marketing on the Internet gives forward-thinking companies a unique edge over competition. While doing business online involves risks, smart marketers devote attention to several key issues, thereby propelling themselves closer to cybersuccess. For example, both segmentation and differentiation on the Net center on customer benefits. Customers segment themselves by revealing, in their Web site visits, their specific benefit preferences. Immediately, messages can be tailor-made to fit those preferences. Web site visits become a direct link between marketer and customer, resulting in real-time information exchange, and highlighting the importance of the accessibility of a marketer's Web site.

Product strategy centers on confirmation of brand and merchant authenticity, or genuineness, and adherence to acceptable business standards, or legitimacy. Retailers and manufacturers are likely to offer standard product fare as a convenience to customers while developing and introducing new products unique to their own cyberassortment. This latter strategy helps to alleviate the inevitable price competition and channel conflict.

Promotional creativity focusses on the Web site as combination advertisement, customer visit site, marketing research tool, segmentation instrument, customer service line, catalog, and customer affinity-group rallying point. Firms creating technical novelty and graphical sophistication, while maintaining ease of use, stand to prosper from an Internet marketing presence.

Doing business on the Internet will become even more important in the future. More and more companies will have access to the Internet and, with a reduction in communication prices, more and more customers will come to the Internet as well. The Internet offers tremendous possibilities and could, in the long run, outperform conventional distribution channels. A continuous connection to the Internet will become a common feature in households of the future and customers will be able to do more and more interactively. Information will be provided and it will be even easier to communicate using the Web. Live video sessions will be available and a prospective customer will talk to a customer representative directly over the Net. Despite recent Internet traffic jams and consumer jitters over security, companies should not hesitate to get connected to the Internet; if they do not, they are likely to be overlooked by customers in the future.

#### References

1. Amirrezvani, A. (1995, "The merchants of cyberspace, " *PC World*, April, pp. 155-64.
2. Egan, J. and Pollack, K. (1995, "Cashing in on the Internet: building the Web is good for business, " *US News and World Report*, November 13, pp. 81-2.
3. Grove, A.S. (1996, "Is the Internet overhyped?, " *Forbes*, September 23, pp. 108-170.
4. Henry, S. (1996, "Clients want Web expertise, " *Washington Technology*, March 7, p. 12.
5. Hof, R.D. and Verity, J.W. (1994, "The Internet: how it will change the way you do business, " *Business Week*, November 14, pp. 80-83.
6. Johnson, J.H. (1995, "Realities of virtual enterprise, " *Internet Commerce*, The Standish Group, New York, NY, pp. 5-7.
7. Kawasaki, G. (1996, "Smart marketing via the Internet, " *Forbes*, September 23, p. 218.
8. Kniseley, S.F. (1995, "Disentangling the Web, " *Washington Technology*, October 12, pp. 36-7.
9. Lohr, S. (1995, "Telecommunications giants join Internet security quest, " *New York Times*, Vol. 145, December 18, p. D2.

10. McGeehan, P. (1996, "Business deals on the Internet hard to regulate, " USA Today, January 31, pp. 1A, 2A.
11. Mezger, R. (1996, "Managers wonder how to bridge technology gap, " Washington Post, February 25, p. H5.
12. Orlando Sentinel (1996), "Internet advertising skyrockets", Orlando Sentinel, December 2, p. B10.
13. Piquet, L. (1996, "We can rebuild it, " Internet Magazine, December, pp. 50-63.
14. Rigdon, J.E. (1996, "Internet's No. 1 use, " Wall Street Journal, March 13, pp. B1, B5.
15. Rosner, H. (1995, "Internet security: a red herring?", " Brandweek, August 21, p. 44.
16. Schmit, J. (1996, "Microsoft enters Net shopping, " USA Today, October 30, p. 4B.
17. Schulz, D.E. (1996, "Integration and the Internet, " Marketing News, Vol. 30 No. 2, p. 7.
18. Stores (1996), "Internet shopping! New competitor on new frontier?", Stores, April, MCI-MC, p. 23.
19. Sussman, V. and Pollack, K. (1995, "Gold rush in cyberspace, " US News and World Report, Vol. 119 No. 19, pp. 72-80.
20. USA Today(1996), "ATT spins influence on Web commerce,"SA Today, October 9, p. 6B.
21. Weber, T.E. (1996, "ATT will insure its card customers on its web service, " Wall Street Journal, February 7, p. B5.
22. Ziegler, B. (1996, "NetCount seeks to tally users of Web ads, " The Wall Street Journal, October 11, p. B17..

Caption: Table I; Criteria for effective segmentation for the Internet;  
Table II; Product specifications for Internet marketing

**THIS IS THE FULL-TEXT.**

Copyright MCB UP Limited (MCB) 1997

Aldridge, Alicia; Forcht, Karen; Pierson, Joan

Internet Research v7n3 pp: 161-169 1997 CODEN: IRESEF ISSN: 1066-2243 Journal Code: NTRS  
Document Type: Periodical; Feature Language: English RECORD TYPE: Fulltext Word Count: 5672

?